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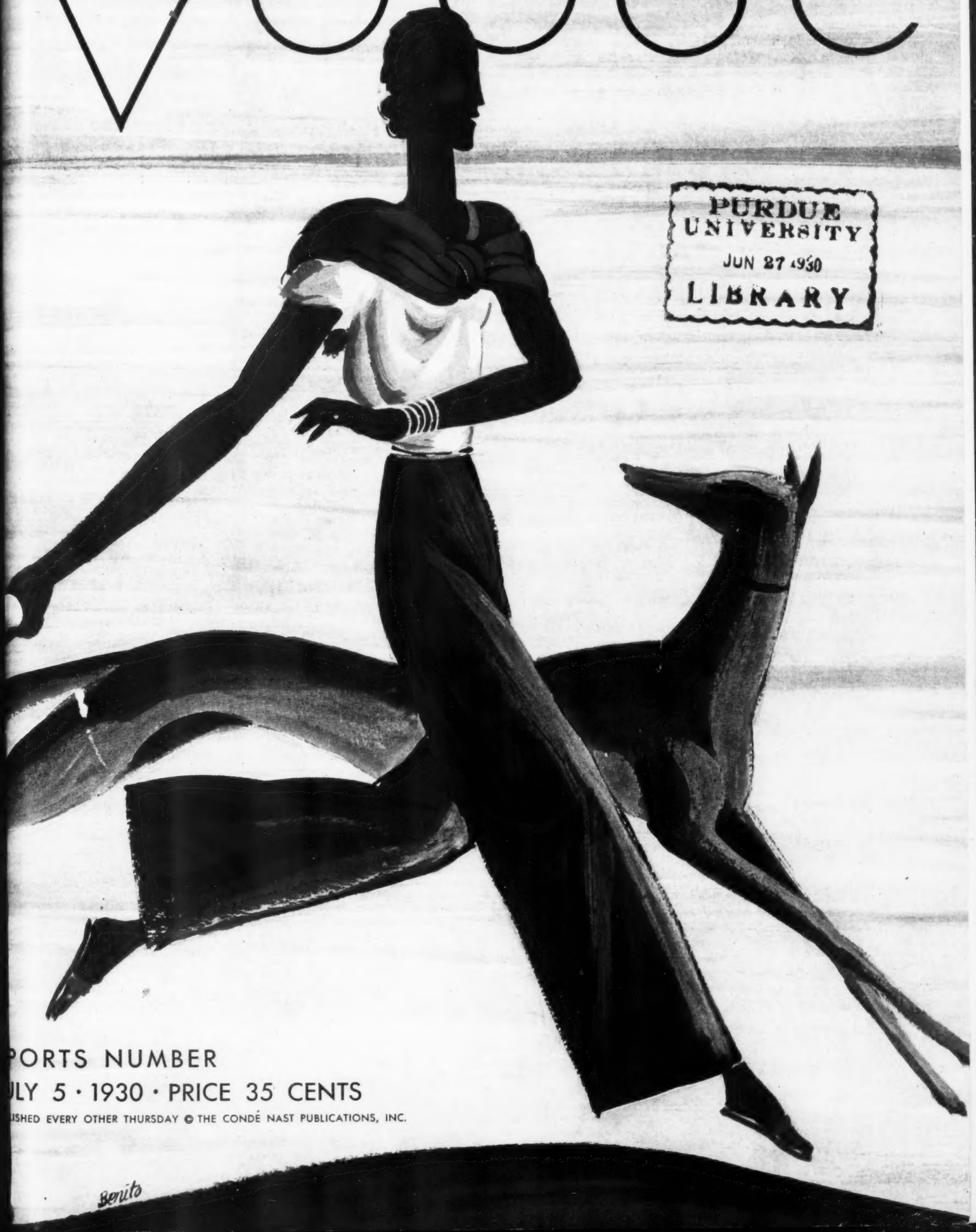

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Ethyl is more than gasoline. It is good gasoline containing the Ethyl anti-knock compound developed by automotive research to create a better motor fuel.

Ethyl is required by the new high-compression engines if they are to deliver their full power. But *any* car runs better with Ethyl.

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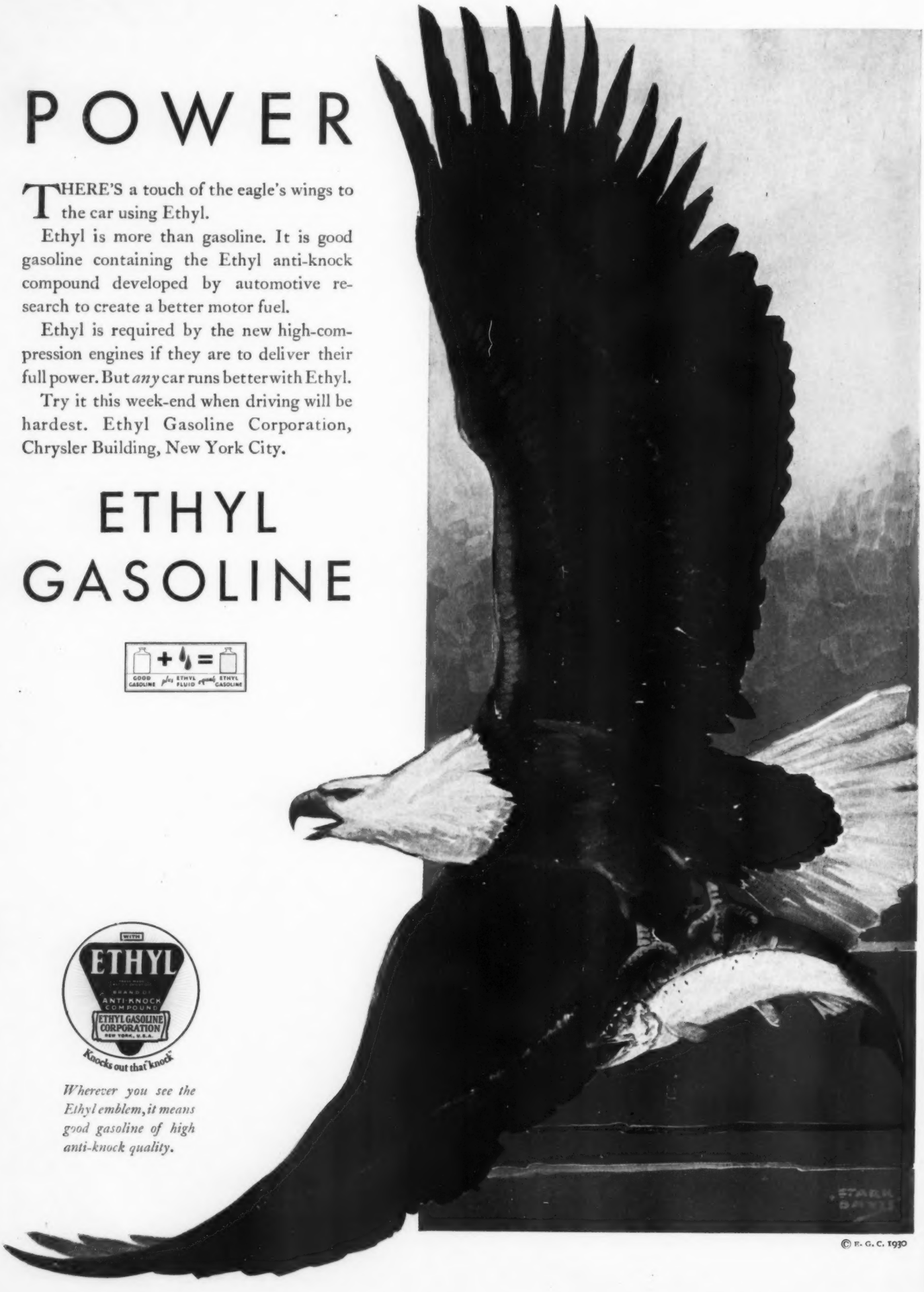

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VOGUE
July 5, 1930

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Vol. 76, No. 1
Whole No. 1390

A jeweled case of baguette and round diamonds, and a movement of infinite accuracy distinguish this wrist watch of gracile charm . . . $1,100. The brooch . . . a brilliant conception in baguette and round diamonds . . . $3,500.

Udall and Ballou

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NEWPORT — PARIS OFFICE, *48 Rue Lafayette* — PALM BEACH

NOW ~ it's easier to be lovely *the whole summer through*

FRANCES DENNEY »

offers you her new

« HERBAL PREPARATIONS

No longer need summer dull your loveliness — or leave its tell-tale marks on your skin. FRANCES DENNEY Herbal Preparations are designed to *safeguard* and *improve* your loveliness *through every season of the year.*

Herbal Texture Lotion: A thorough liquid cleanser—wonderful for that quick freshening-up in the morning and during the day. Also delightful for using after MISS DENNEY'S Herbal Cleansing Cream. It removes oiliness but *does not dry the skin.* $1.50 and $2.50.

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MISS DENNEY will be very happy to send you additional information regarding her Preparations and Treatments, if you will write to her in Philadelphia.

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SMART LEGS ARE DULL

But Dullness has its moods

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Windsor

SUPRE • TWIST

FINE HOSIERY

REG. APPLIED FOR

● To be seen this Summer with shiny legs is just as bad as being caught with a shiny nose. Dull is the smart description of a Smart leg. But Dullness has its nuances . . avoid deadly flat, lifeless effects . . Don't hang a Crepe on your Beautiful Calves. Select the Subtle Dull Patina found in Supretwist Stockings . . There's nothing quite as suggestive . . of chic . . of knowing the right thing. Their impalpably fine Patina improves with each laundering . . at least it seems to.

● Clearer . . Sheerer . . are other illusions about this bewitching stocking . . You'd never believe they actually contain more silk by weight—one of the reasons they outwear any Silk Stockings you've ever adorned . . (11.2% stronger fabric) . . a godsend to a strained budget.

● This most perfect of all Stockings has yet another exclusive virtue (if virtue is exclusive) to be found in the Sheerest Chiffon Number (known in the Stores as 48) . . Along the Seam and next to the Hem is an innocent looking little reinforcement that diffuses the Stress and Strain every time you stretch, run, sit, leap, dance or whatever you do that makes ordinary stockings break out where the Hem joins the Seam . . Remember the dozens of pairs you have ruined . . Well . . you can't hurt these, even with the most arduous activity.

● This idea is our own little invention . . the patent is applied for . . it's called the "Loquet" . . and you can only get it in Windsor Supretwist Stockings —but you can get *them* at the smarter Shops and Stores everywhere . . Windsor Mills, Inc., 389 Fifth Avenue, New York; 2nd and Westmoreland Sts., Philadelphia.

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Look for the

LOQUET

● The Windsor "Loquet" eliminates the prevalent fabric breaks at the most vulnerable part of a Chiffon Stocking—where the Seam joins the Hem. You can see the benefit of the Loquet at a glance.

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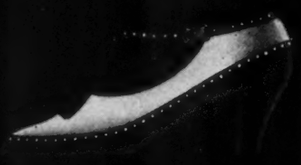
fifth
AVENUE

Surf and Sand

Elements that have created a fashion . . . the fashion of pastels and sunburns . . . brief, sleek suits that swim . . . delicately feminine suits that lounge . . . turquoise and old rose . . . wide-legged pyjamas splashed with dots . . . these are highlights of the beach mode . . . to be found, of course, at Saks-Fifth Avenue.



Sportiva — the Italian country shoe . . . in its brown and white version of buckskin and calf. 15.50

"Shoes by Saks-Fifth Avenue"

SAKS fifTH AVENUE

The "Weldon" with simulated leather heel . . . in brown and white. 15.50

Turf and Stand

The "sidelines", we mean . . . where the chic survey the skillful . . . Those spectators of sport . . . with a judgment of fashion as critical as that of the game . . . and, of course, with "Shoes by Saks-Fifth Avenue!"

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Whether you have a staff of twenty gardeners to tend your acres of beds, or a rock garden where you pull your own weeds, you will find in House & Garden's Second Book of Gardens a sympathetic friend and a useful one . . . an essentially practical assistant.

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MAYBE it's just one of those natural little lapses of husbandly memory . . .

Perhaps he still thinks that Schrafft's chocolates and candies can be bought only in the 38 Shattuck-owned Schrafft's stores in New York, Boston and Syracuse . . .

But in any event, if he has not yet brought home the visible proof that there's a Schrafft's dealer in your town — then we suggest that he be reminded.

These famous chocolates and candies are far too great a treat to miss!

P. S.—If this procedure fails—you may get Schrafft's for yourself in stores near you—wherever good candies are sold. And you'll find them surprisingly better than any candy you ever before tasted!

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Light as feathers. Sheer as mist. Clear as Lake Como.

Cling like powder—and as utterly devoid of shine.

Cool because made of crêpe chiffon—lighter than ordinary silk as silk is lighter than satin. Yet the closely coiled silk crêpe threads have the strength and elasticity that give amazingly long wear.

Cool summer colors. Powder tints for pastel costumes. Tropical tans for sun-kissed complexions.

A wealth of colors and styles to select from. Full fashioned or the Schiaparelli costume styles without back seam. $1.65, $1.95, $2.95 pair.

At smartest shops and department stores.

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Each pair of authentic crêpe chiffon hosiery, sponsored by the noted couturière, Mme. Elsa Schiaparelli, carries her woven label.

FABRIMODE *costume hosiery*

Summer Comfort Begins With Hosiery and Underwear of Durene . . . .

Slip into a durene combination, a tweed skirt, and this good-looking durene mesh-weave overblouse, if you would have the clothes-assurance that lets you concentrate on the game. The blouse has raglan shoulders, slenderizing V seams, and cool smart white glass buttons.

LOVELY, lustrous durene—fine and smooth and soft—touching the skin as lightly as the breath of a summer zephyr—durene hosiery and underwear offer smartness with comfort, all through the long summer days.

Perhaps you've already worn durene, without knowing it by name... The name durene simply identifies the finest specially-processed cottons it is possible to produce, and the hosiery and underwear into which they are knit . . . Be sure to ask for silk stockings with feet and tops of durene, for durene is wonderfully absorbent, comfortable, and long-wearing, and the durene tops prevent destructive garter runs.

Most good stores are also showing durene underthings designed both for day and evening — abbreviated sports types with sun-tan backs, clinging combinations, brassieres, vests, shorts, and overblouses in fresh, lovely tones like baby pink, aquamarine blue, maize, and eggshell. The stores also have men's durene socks, golf stockings, unionsuits, pullover and polo shirts; and children's socks, stockings, underwear, beach and play suits. Ask to see them.

Durene Association of America
250 Fifth Avenue, New York City

Shorts and brassiere of durene mesh-weave are softly lustrous, cling closely to the figure, and give you complete freedom of movement. And silk stockings with durene feet and tops wear many times longer.

A boy feels really well-dressed in this smart tailored play suit. It withstands hard wear without harm to the strong, firm, lustrous durene yarn from which it is knit.

A durene mesh-weave ensemble in pale rose—a three-piece play-suit that launders beautifully, and looks like new every time she wears it.

Durene

Quality begins with the yarn

Be *safe*... remove cold cream the Kleenex way

The cream your skin needs is absorbed in 5 to 10 minutes' massage . . . the rest should be removed with this safe, absorbent Kleenex

KLEENEX NOW IN · FLESH PINK · SEA GREEN · CANARY YELLOW · AND WHITE

LOVELY HELEN WRIGHT

Universal's talented new leading lady, has her own feminine reasons for removing cosmetics the Kleenex way. She exclaims: "Such lovely tints! Kleenex not only removes make-up and cleansing cream very thoroughly—it puts me in the right mood for a beauty treatment."

Helen Wright

BE SAFE when you remove cold cream. Don't use a method that may stretch and relax the skin . . . like coarse, unabsorbent towels. Don't use unhygienic "cold cream cloths," which usually carry bacteria *into* the pores instead of lifting impurities away.

Kleenex is safe. Great skin authorities recommend it, great beauties use it. Every Kleenex tissue comes from the box pure, soft, absolutely free from the germs that are so disastrous to beauty.

And Kleenex is so *very* absorbent. The delicate tissues simply blot up the surplus cream, along with lingering bits of dirt and cosmetics. No rubbing is needed.

Better than handkerchiefs

Kleenex tissues are becoming more and more popular for handkerchiefs. They are so fresh, clean and soft . . . and do away with unpleasant handkerchief laundering.

Doctors recommend Kleenex when there's a cold, to avoid reinfection. Think how much better it is to use a tissue, then discard it, than to carry germ-filled, damp handkerchiefs about with you.

Drug and department stores carry Kleenex. Ask for it anywhere.

Kleenex Company, Lake-Michigan Bldg., Chicago, Illinois.

Please send a sample of Kleenex to:

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IN ORDERING, state the full pattern number of the pattern you select. When ordering skirts give both the waist and the hip measure; when ordering misses' or children's designs state age.

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R. H. White Company,
C. F. Hovey Company
LOWELL
The Bon Marché D. G. Co.
PITTSFIELD
England Brothers, Inc.
SALEM
William G. Webber Co.
SPRINGFIELD
Forbes & Wallace, Inc.,
Meekins, Packard & Wheat, Inc.
WORCESTER
Slocum's Silk Store,
Denholm & McKay Co.

MICHIGAN
ANN ARBOR
Wm. Goodyear & Co.
BATTLE CREEK
L. W. Robinson Co.
DETROIT
The J. L. Hudson Company
GRAND RAPIDS
Wurzburg Dry Goods Co.,
Herpolsheimer Co.
KALAMAZOO
Gilmore Bros.
LANSING
J. W. Knapp Co.
SAGINAW
Wm. C. Wiechmann Co.

MINNESOTA
DULUTH
Silberstein & Bondy Co.
MINNEAPOLIS
The Dayton Company,
L. S. Donaldson Company
ST. PAUL
Schunemans & Mannheimers,
The Golden Rule
WINONA
H. Choate & Co.

MISSISSIPPI
BILOXI
W. V. Joyce Co.
JACKSON
R. E. Kennington Co.
LAUREL
R. C. Gaddis Company

MISSOURI
KANSAS CITY
John Taylor Dry Goods Co.
SEDALIA
C. W. Flower Dry Goods Co.
SPRINGFIELD
The Heer Stores Co.
ST. JOSEPH
The Townsend, Wyatt & Wall Dry Goods Company
ST. LOUIS
Stix, Baer & Fuller Dry Goods Company.
Scruggs-Vandervoort-Barney Dry Goods Co.,
Famous & Barr Co.

MONTANA
BILLINGS
The D. J. Cole Co.
GREAT FALLS
The Paris Dry Goods Co.
HELENA
The New York Dry Goods Co.
MISSOULA
Missoula Mercantile Co.

NEBRASKA
HASTINGS
Stein Bros. Co.
LINCOLN
Miller & Paine
OMAHA
Thompson, Belden & Company.
Thomas Kilpatrick & Co.,
J. L. Brandeis & Sons

NEVADA
RENO
Gray, Reid, Wright Co.

NEW HAMPSHIRE
MANCHESTER
James W. Hill Company

NEW JERSEY
ASBURY PARK
Steinbach Company
ATLANTIC CITY
M. E. Blatt Co., The Department Store of Atlantic City
BOONTON
Zucker & Co., Inc.
EAST ORANGE
R. H. Muir, Inc.
ELIZABETH
Milton Wolper
MONTCLAIR
Louis Harris
MORRISTOWN
Floyd T. Woodhull, Inc.
NEWARK
L. Bamberger & Co.,
Kresge Department Store,
Hahne & Co.
NEW BRUNSWICK
P. J. Young Dry Goods Co.
PATERSON
Meyer Brothers
PLAINFIELD
Tepper Bros.
RUTHERFORD
William F. Telschow
SUMMIT
McClay's, Springfield Ave.
TRENTON
Swern & Company,
H. M. Voorhees & Bros.
131-135 East State St.
UNION CITY
Holthausen

NEW YORK
NEW YORK CITY
B. Altman & Co.,
Lord & Taylor,
John Wanamaker,
R. H. Macy & Co., Inc.,
Jas. McCutcheon Co.,
James McCreery & Co.,
Arnold Constable & Co., Inc.,
Stern Brothers,
Bloomingdale Bros., Inc.,
James A. Hearn & Sons,
Sidney Eisnitz,
432 Amsterdam Ave.
ALBANY
W. M. Whitney & Co.
BINGHAMTON
Sisson Bros.-Welden Co.
BROOKLYN
Abraham & Straus,
Frederick Loeser & Co.
BUFFALO
Flint & Kent.
Adam, Meldrum & Anderson Co.,
J. N. Adam & Co.,
The Wm. Hengerer Co.
DUNKIRK
T. W. Sidey Estate
ELMIRA
S. F. Iszard Co.
FLUSHING, L. I.
Abramson's, Main St.
GLENS FALLS
Boston Store Co.
HEMPSTEAD, L. I.
The Franklin Shop, Inc.
ITHACA
Rothschild Bros.
JAMAICA L. I.
B. Gertz Inc.
Jamaica Ave.-162nd. St.
JAMESTOWN
The Silk & Specialty Shop
KINGSTON
Rose & Gorman, Inc.
MIDDLETOWN
Tompkins Dry Goods Co.
MOUNT VERNON
Best Silk Shops Ltd.
NEWBURGH
Wm. T. Brown & Son
NEW ROCHELLE
Ware's
POUGHKEEPSIE
Luckey, Platt & Co.
ROCHESTER
McCurdy & Company, Inc.,
Sibley, Lindsay & Curr Co.
RYE
H. D. Halahan
SCHENECTADY
H. S. Barney Co.
SYRACUSE
Dey Brothers & Company
TROY
G. V. S. Quackenbush & Co.
UTICA
The Fitzgerald Silk Shop, Inc.
WATERTOWN
Smith & Percy, Inc.
WHITE PLAINS
Ackerman & Cantor, Inc.
YONKERS
Marshall Matherson Co.

NORTH CAROLINA
ASHEVILLE
Bon Marché, Inc.
CHARLOTTE
J. B. Ivey & Company
GREENSBORO
Ellis, Stone & Co.

NORTH CAROLINA (Cont.)
RALEIGH
Boylan Pearce Co.
WILMINGTON
Belk-Williams Co.
WINSTON-SALEM
Van Dyke's, Inc.

NORTH DAKOTA
GRAND FORKS
R. B. Griffith Co.

OHIO
AKRON
The A. Polsky Co.,
The M. O'Neil Company
ALLIANCE
Spring-Holzwarth
CINCINNATI
H. & S. Pogue Company,
The John Shillito Co.,
The Rollman & Sons Co.
CLEVELAND
The Halle Bros. Co.,
The Higbee Company,
The Wm. Taylor Son & Co.
COLUMBUS
The F. & R. Lazarus & Co.,
The Dunn Taft Co.,
The John M. Caren Co.
DAYTON
The Rike-Kumler Company
LANCASTER
Chas. P. Wiseman & Co.
LIMA
R. T. Gregg & Co.
NEWARK
John J. Carroll
PORTSMOUTH
The Marting Bros. Co.
TOLEDO
The Lasalle & Koch Co.,
The Lamson Brothers Co.
YOUNGSTOWN
The G. M. McKelvey Co.,
The Strouss-Hirshberg Co.

OKLAHOMA
OKLAHOMA CITY
The Kerr Dry Goods Co.
OKMULGEE
Ramsay Fulford Dry Goods Co.
TULSA
The Brown-Dunkin Dry Goods Co.,
The Vandever Dry Goods Co., Inc.

OREGON
EUGENE
McMorran & Washburne,
Meier & Frank Co.
PORTLAND
Olds, Wortman & King
SALEM
The Miller Mercantile Co.

PENNSYLVANIA
ALTOONA
The Wm. F. Gable Co.
ALLENTOWN
Hess Brothers
BETHLEHEM
The Bush & Bull Corp.
BUTLER
A. Troutman's Sons Co., Inc.
ERIE
Trask, Prescott & Richardson Co.
HARRISBURG
Pomeroy's, Inc.
LANCASTER
Hager & Bro.
NEW CASTLE
The Strouss-Hirshberg Co.
PHILADELPHIA
John Wanamaker,
Strawbridge & Clothier,
Gimbel Brothers
PITTSBURGH
Joseph Horne Co.,
Kaufmann's,
Boggs & Buhl,
Gimbel Brothers
READING
Pomeroy's, Inc.
SCRANTON
Scranton Dry Goods Co.
SHARON
The Sharon Store
STROUDSBURG
A. B. Wyckoff
WILKES-BARRE
The Isaac Long Store
WILLIAMSPORT
L. L. Stearns & Sons
YORK
Charles H. Bear & Company

RHODE ISLAND
PROVIDENCE
Gladding's, Inc.,
The Shepard Stores

SOUTH CAROLINA
CHARLESTON
The Kerrison Dry Goods Co.
COLUMBIA
J. L. Mimnaugh & Co.
FLORENCE
L. E. Waters
GREENVILLE
Meyers-Arnold Co.

SOUTH DAKOTA
ABERDEEN
Olwin-Angell

TENNESSEE
BRISTOL
King-Cochrane Company
CHATTANOOGA
Miller Bros. Co.
KNOXVILLE
S. H. George & Sons
MEMPHIS
The John Gerber Co.
NASHVILLE
Cain-Sloan Co.,
Lebeck Bros., 514 Church St.,
Loveman, Berger & Teitlebaum

TEXAS
AMARILLO
White & Kirk, Inc.
AUSTIN
T. H. Williams & Co.
BEAUMONT
The Rosenthal Dry Goods Co.
DALLAS
Titche-Goettinger Co.,
A. Harris & Company
EL PASO
Popular Dry Goods Co.
FORT WORTH
Sanger Bros.,
Monnig's
HOUSTON
Foley Brothers Dry Goods Co.,
Levy Bros. Dry Goods Co
PORT ARTHUR
Deutser D. G. Co.
SAN ANTONIO
The Wolff & Marx Company.
Joske Bros. Co.
WACO
The Goldstein-Migel Co.

UTAH
SALT LAKE CITY
Walker's

VERMONT
BURLINGTON
F. D. Abernethy, Inc.

VIRGINIA
DANVILLE
L. Herman
LYNCHBURG
D. Moses & Co., Inc.,
Guggenheimer's Inc.
NEWPORT NEWS
Sol Nachman's Department Store
NORFOLK
Smith & Welton, Inc.
PETERSBURG
Rucker Rosenstock Inc.
RICHMOND
Thalhimer Bros., Inc.,
Miller & Rhoads, Inc.
ROANOKE
S. H. Heironimus Co., Inc.

WASHINGTON
BELLINGHAM
J. B. Wahl Store
SEATTLE
The MacDougall & Southwick Co.,
Frederick & Nelson
SPOKANE
Whitehouse Co.
The Crescent
TACOMA
Rhodes Brothers
WALLA-WALLA
A. M. Jensen Co.

WEST VIRGINIA
CHARLESTON
Coyle & Richardson
HUNTINGTON
Anderson-Newcomb Co.
PARKERSBURG
The Surprise Store
WHEELING
Stone & Thomas

WISCONSIN
APPLETON
The Pettibone-Peabody Co.
JANESVILLE
J. M. Bostwick & Sons
KENOSHA
The Barden Store Co.
MADISON
Harry S. Manchester, Inc.
MILWAUKEE
T. A. Chapman Co.
RACINE
Zahn Dry Goods Co.

WYOMING
CASPER
Kassis Dry Goods Company
SHERIDAN
Stevens, Fryberger & Co.

PHILIPPINE ISLANDS
MANILA
Evans Applied Art Store
Box 1386

PORTO RICO
SAN JUAN
P. Guisti & Co., Inc.,
Calle Allen 27

CUBA
Victor Campa Y Ca., S en C

CANADA

ALBERTA
CALGARY
Hudson's Bay Company
EDMONTON
Hudson's Bay Company

BRITISH COLUMBIA
VANCOUVER
Hudson's Bay Company
VICTORIA
Hudson's Bay Company

MANITOBA
WINNIPEG
Hudson's Bay Company,
The T. Eaton Co., Limited

NEW BRUNSWICK
ST. JOHN
Manchester Robertson Allison Limited, 27 King St.

NOVA SCOTIA
HALIFAX
The Wood Brothers Co. Ltd.

ONTARIO
HAMILTON
Finch Brothers, Limited, 29 King Street, West
The T. Eaton Co., Limited
LONDON
Smallman & Ingram, Limited, 149-157 Dundas Street

VOGUE PATTERN BOOK

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EARLY SUMMER ISSUE	Feb. 25
SUMMER ISSUE	April 25
EARLY AUTUMN ISSUE	June 25
AUTUMN ISSUE	Aug. 25
WINTER ISSUE	Oct. 25

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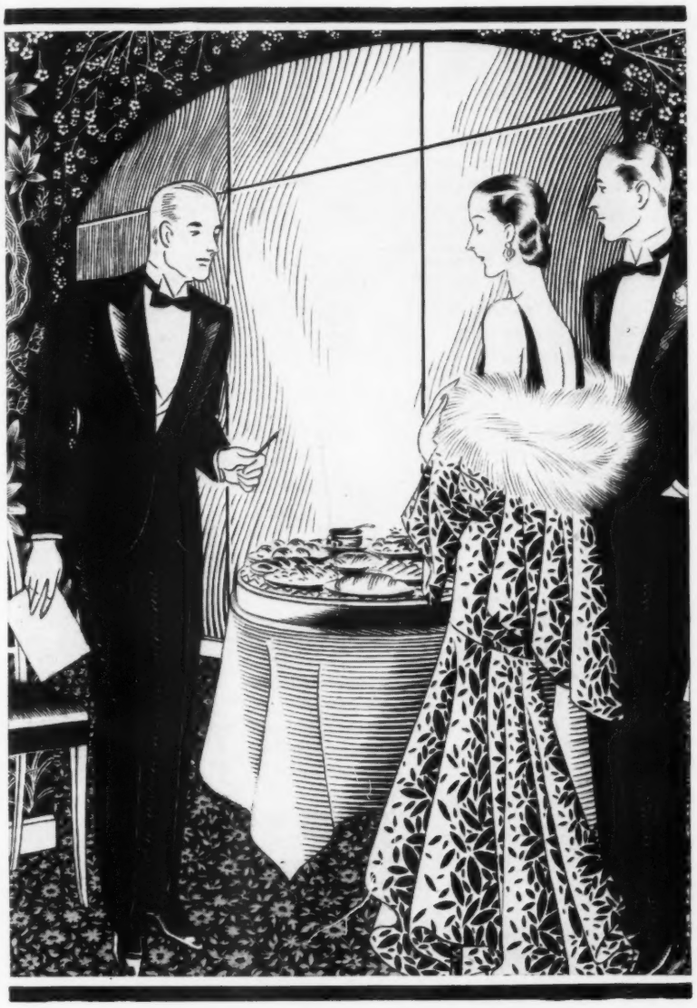
ST. CATHARINES
Canadian Department Stores Limited, 17 St. Paul St.

TORONTO
The Robert Simpson Company, Limited,
The T. Eaton Co., Limited

QUEBEC
MONTREAL
Henry Morgan & Company, Limited,
The Robert Simpson Montreal Limited,
The T. Eaton Co., Limited
QUEBEC
Myrand & Pouliot, Limitée, 205-215 St. Joseph Street

SASKATCHEWAN
SASKATOON
Hudson's Bay Company

CUISINE FOR SMART NEW YORK'S SUMMER

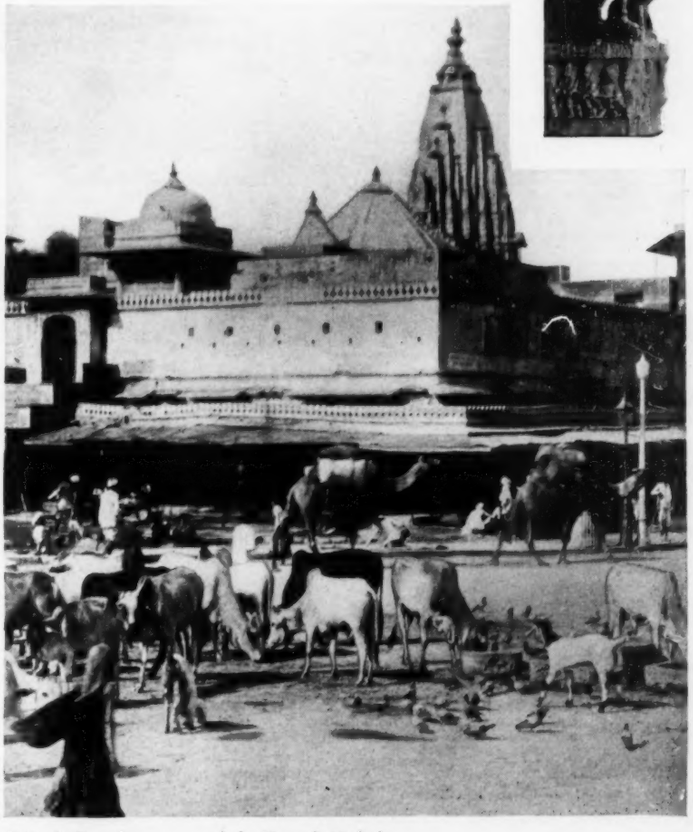


Smart New Yorkers throng the Roof not only because it is cool haven for their summer-night gaieties . . . not only because of the flow of Lopez dance rhythms in Urban's sapphire-silver bower . . . but, also, because of St. Regis cuisine . . . in sympathy with smart New York's summer palate, for quiet luncheon, gay dinner, carnival supper. Likewise is the slip-covered seclusion of new St. Regis suites and rooms in sympathy with preferences of the city's smartest summer visitors. Transient rooms . . . suites on St. Regis summer lease.

HOTEL ST. REGIS
FIFTH AVENUE, NEW YORK

THROUGH CHANGELESS INDIA IN "STOP-OVER SUITES"

TODAY, express trains (many electrified) in de luxe comfort take you to the heart of India's antiquities. Served by trained Indian domestics, in your own apartment pullmans . . . salon-bedroom-bath-and-kitchens on wheels, your home for stop-overs. Also fine European hotels. Such travel luxury unveils for you the rose-pink walls of Jaipur . . . the legendary Taj Mahal . . . prayer-wheels, devil dancers, Sanskrit plays . . . the sandalwood funeral pyres of golden Benares. Comfort takes you to Vijayanagar's archaic monoliths, or mediaeval Udaipur, to Lahore the home of Ranjit Singh, Lion of the Punjab, and the awesome Khyber Pass, unchanged since Alexander led his legions through. Regular weekly steamers. And 7-day rail-air route from Paris. Booklets, complete tour service by India State Railways, Delhi House, 38 East 57th Street, New York. Or, consult the better travel agents. Freight inquiry also solicited.



Jaipur's Broadway . . . and the Hawah Mahal

India

THE CONDÉ NAST TRAVEL SERVICE

ERASE THOSE WORRY-WRINKLES

A complicated vacation of rigorous schedules is no vacation. Why not spend a truly leisurely summer this year somewhere in New England?

You might try Cape Cod. Dive at night into an obsidian sea . . . let the phosphorescence clothe you like a Molyneux beaded gown. Prowl through the old-world streets of Provincetown. Watch the fishing fleet go out at dawn. Sail to sand-duned Nantucket . . . sun yourself on the ragged cliffs beside the NEXT STOP, PORTUGAL sign.

Or the coast of Maine and its myriad islands. Here are your favorite sports—golf, tennis, fishing, riding, swimming, flying. Sleep in the full sweep of pine-fragranced breezes . . . picnic on unexplored islands . . . dance under a festival of flying stars.

Perhaps the mountains are calling? Then how about New Hampshire? From the peaks of the White Mountains you can see the ocean . . . from the depths of the valleys you will gain great peace. Robert Frost says it is "restful just to think about New Hampshire."

Let these pages help you to make this summer the most peaceful of your life. Write to some of the hotels listed . . . make reservations . . . and let the scenery and soothing air of New England do the rest.

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. California's exclusive mountain resort. Mineral springs, baths, golf, swimming, tennis, riding. Bungalow. Booklet on request

Hollywood

Hollywood Plaza. The most convenient hotel in Hollywood. Attractive, modest and homelike, with excellent cuisine. Reasonable rates. Write for booklet.

Pasadena

Constance Hotel & Apartments. A new fireproof European Plan Hotel of distinction. Conveniently located. Reasonable rates.

Santa Barbara

El Encanto Hotel. California's most delightful hotel and bungalows. On the Riviera overlooking sea and mountains. Excellent cuisine. Golf. Riding.

Miramar Hotel and Bungalows. Situated on Pacific Ocean. Garden spot of California. Golf, Tennis, Riding, Country Clubs. Exclusive residential section.

Yosemite National Park

The Ahwahnee. Open all year. Commanding a matchless panorama. Already world-famed for distinctiveness. Riding, tennis, fishing. $10. up. American Plan.

CONNECTICUT

Old Lyme

Boxwood Manor. Summer among the birds and flowers, modern inn. Lovely gardens, marvellous food. Bathing lodge on ocean.

Sharon

The Bartram Inn & Cottages. Situated in a typical New England village green. Distinctive, attractive and essentially comfortable. Miss Beatrice M. Fay, Prop.

Waterford

Oswegatchie Inn. Select family resort near New London, combining seashore and country. Water sports, tennis, golf. E. W. Manwaring, Mgr. Owner.

DISTRICT OF COLUMBIA

Washington

The Carlton. 16th at K St., N. W. The most distinctive & perfectly appointed hotel in the Nation's Capital. Rooms $4-$10; suites $15 up.

The Dodge Hotel. (Formerly Grace Dodge Hotel.) Continuing same ownership, management, policies of administration and high standards of service.

Wardman Park Hotel. Coolest spot in Washington. 1800 outside rooms. Swimming, tennis, riding, golf. Summer rates, European or American plan.

MAINE

Bar Harbor

Malvern Hotel. A distinctive home, catering to a refined clientele. Thoroughly modern. Excellent cuisine. Ideal location with all resort sports.

Bay View

Bay View House. Wonderful environment of woods, country & seashore. Golf, tennis, bathing, riding, dancing. Orchestra. Gentile clientele. Fine cuisine. Bklt.

Bethel

Bethel Inn. Noted for its individuality and perfect appointments. The rates are reasonable. Nine-hole golf course on our own grounds. Booklet.

Camden

Whitehall Inn. Old New England with attractive modern appointments. June 1 until late September. Ocean, mountains, lakes. Every outdoor sport.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, hennery. Excellent fishing. Bklt.

Loon Lake, Rangeley

York Camps. Non-housekeeping summer homes for discriminating families. Outstanding dining room supplied from farm. Rustic modernization. All sports.

Moosehead Lake

Squaw Mountain Inn. "Vacation Paradise". No hay fever. Golf, all sports. Refined, homelike. Excellent cuisine. $6. to $10. day. Phil. Sheridan, Manager.

Ogunquit

Cliff House & Cottages. At Bald Head Cliff. Beautiful seashore and country. All shore sports. Quiet & Homelike. Low rates for June & Sept.

Poland Spring

Poland Spring House. Maine's foremost resort, open June to Oct. Mansion House, always open. Excellent 18-hole golf. Home of Poland Water.

Portland

Lafayette Hotel. A delightful tourist hotel where friends meet friends en route, and enjoy excellent service at fair rates. European plan.

York Harbor

Marshall House. Also the Emerson and Cottages. Fire sprinklers throughout. Superb location, on ocean and river. Golf, bathing, orchestra, elevators.

MASSACHUSETTS

The Berkshires—Greenfield

The Weldon. (Fireproof.) "The Beautiful Home Hotel". Open all the year. 225 rooms, rate $2.50 up. European. Excellent cuisine. 18-hole golf course. Bklt.

The Berkshires—Lenox

Hotel Aspinwall. In the Berkshires. Beautiful setting. Appealing to a refined clientele. Golf, tennis, motion pictures, dancing, orchestra. June 15 to Oct. 15.

MASSACHUSETTS (Continued)

The Berkshires—Pittsfield

Hotel Wendell. Accommodating 650 guests. The only fireproof hotel in the Berkshires. A la Carte, Table d'hote, and Cafeteria. V. A. Campbell, Mgr.

The Berkshires—Williamstown

The Greylock. In "The Village Beautiful" at Western end of Mohawk Trail. 200 rooms, 100 baths. Electric elevator. May to Nov. Golf. Tennis. Riding.

Boston

Hotel Puritan. On beautiful Commonwealth Avenue. Furnishings and comforts of a luxurious private home with hotel service of the highest type.

Hotel Somerset. Commonwealth Ave. A dignified home for transient and permanent guests. Central yet quiet. Room with bath $3.50 up. E. P.

Boston—Brookline

Hotel Beaconsfield. Homelike atmosphere. Convenient to down-town Boston. Away from congestion & noise. Residential section. Rooms $3.50 up. Garage.

Cape Cod—Plymouth

Mayflower Hotel. On the ocean at Manomet Point. Our own golf course, bathing beach & swimming pool. The Mayflower, Hyannis, same management.

Nantucket Island

Ocean House. 30 Miles at Sea. Three 18-hole golf courses. Bathing, boating, fishing, horseback riding, tennis, dancing. Ownership management.

Swampscott

New Ocean House. Facing ocean on historic North Shore. Every recreational feature. Booklet. Clement E. Kennedy, President.

MINNESOTA

Minneapolis

The Curtis Hotel. Easily accessible to Minnesota's beautiful lake region. 825 rooms, each with private bath. Write for descriptive folder.

MISSOURI

St. Louis

Hotel Coronado. Smartly near the centre of things. Distinguished St. Louis visitors almost invariably choose this famous hotel. Four noted restaurants.

The New Jefferson. "Where the world meets St. Louis." A hotel of international repute. Famous cuisine. 800 rooms with bath, from $3.00.

NEW HAMPSHIRE

Hanover

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths, elevator. New fireproof addition. Excels in all outdoor sports and good living.

NEW HAMPSHIRE (Continued)

Lake Sunapee

Granliden Hotel and Cottages. 1,200 feet above sea level. Own 9-hole Golf Course. Private bathing beach. Saddle horses. Tennis courts. Orchestra. Woods-trails.

Indian Cave Lodge and Cottages. Good fishing and all outdoor sports. Rooms with and without bath. Rates $5 to $7 per day, American Plan. Booklet.

Soo-Nipi Park Lodge and Cottages. A nice golf course in our own park. Always good fishing and every water sport. No hay fever. Booklet.

Rye Beach

Farragut and Stoneleigh Manor. Modern, fireproof, superb location combining country & seashore. Unsurpassed facilities for sport & recreation. Amer. Plan.

White Mountains—Bretton Woods

The Mount Washington. Open July to October. The Mount Pleasant. Open June to late September. Two golf courses. C. J. Root, Manager.

White Mountains—Franconia

Peckett's-on-Sugar Hill. Exclusive New England resort famous for its quaint homelike atmosphere and excellent cuisine. Cottages. P. O. Franconia, N. H.

White Mountains—Jackson

Gray's Inn. One of the best family hotels in the White Mountains with select clientele. No hay fever. Open June to October 14. All sports.

White Mountains—Jefferson

Waumbek Hotels. In the heart of the White Mountains. 18-hole golf course. Accommodations for 250 guests. Mark Whitman, Manager.

White Mountains—North Woodstock

Hotel Alpine. Delightfully situated in heart of White Mts. on Highway No. 3. Golf, tennis & other recreation features on hotel grounds.

White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Fine links, golf free. Tennis, orchestra, riding. Private baths. Booklet.

White Mountains—Twin Mountain

Twin Mountain House. Open June to late September. Central location. Sporty golf course. Outdoor cement swimming pool. Tennis. Orchestra. Fine library.

White Mountains—Whitefield

Mountain View House. For three generations the summer home of families of culture and refinement. Every outdoor sport. Attractive modern appointments.

NEW JERSEY

Spring Lake Beach

The Essex and Sussex. A resort hotel of distinctive superiority. Directly on the ocean. Golf, bathing, tennis, riding. New addition just completed.

NEW JERSEY (Continued)

Spring Lake Beach (Continued)

The Warren. Surrounded by green lawns and gardens at the edge of the Sea, in the most beautiful of Atlantic Coast Resorts. Golfing, bathing, riding.

NEW MEXICO

Santa Fé

The Bishop's Lodge. Finest mountain resort. Horses, golf, outdoor sports, cliff dwellings, Indian Pueblos. Dry healthful climate. Homelike atmosphere.

Hacienda de Los Cerros. An all-year mountain resort. Tennis court, saddle horses. Cadillac and Lincoln motors. On outskirts of historic Santa Fé.

NEW YORK

Long Island—Bellport

Wyandotte Hotel. On-The-Bay. Since 1880, one of Long Island's foremost and comfortable hotels, modern and homelike. Golf, outdoor and water sports.

New York City

Great Northern Hotel. 118 West 57th Street, midway between 5th Avenue & Broadway. French cuisine. Rooms $3.50 to $5.00. Suites from $6.

The Langdon. 5th Ave. & 56th St. Small exclusive hotel with intimate personal service. Attractive appointments; furnished or unfurnished. Transient.

Hotel La Salle. Thirty East 60th Street. A dignified quiet place of residence for permanent and transient guests. Centrally located.

Hotel Lincoln. 1400 rooms, modernistic decorations. Thirty stories of sunshine. Rates $3. to $3.50 per person. Eighth Avenue, 44th to 45th Streets.

The Parkside. Eighteen Gramercy Park South, a residence hotel for men and women. Overlooking Park. Moderate rates.

Hotel Webster. 40 West 45th Street, (near 5th Ave.). Especially desirable for ladies. Within a short walk to principal shops and theatres.

Old Forge

Bald Mountain House. 3rd Lake—Fulton Chain. 37th Season. Fifteen minutes from two golf courses. June to October. P. O. Old Forge, New York.

OHIO

Cleveland

The Alcazar. Conveniently located on the Heights. All rooms with bath, single or en suite. Real service. Excellent cuisine. Garage in building.

PENNSYLVANIA

Eagles Mere

The Crestmont Inn. Twenty-seven holes superb golf. Eight tennis courts. Ideal boating and bathing. Write for booklet. Wm. Woods, Proprietor.

Philadelphia

The Bellevue-Stratford. Its popularity evidenced by the patronage of the Native Philadelphians of all ages as well as visitors from all parts of the country.

The Benjamin Franklin. Philadelphia's most popular hotel. 1,200 rooms, with bath. 3 restaurants. Garage. Horace Leland Wiggins, Mgr. Dir.

TEXAS

El Paso

Paso del Norte. El Paso's largest—and decidedly El Paso's best. All-year golf and other sports. Five minutes from enchanting Juarez, Mexico.

VERMONT

Lake Morey—Fairlee

Bonnie Oaks. Cozy bungalows with fireplace and bath. Tempting food, mountains, horses, golf. June 15th—October 15th. Booklet. E. H. Page, Proprietor.

Lake Morey Club. Attractive mountain resort on Lake Morey. 18-hole golf. Tennis. Excellent riding horses. Swimming. Near Dartmouth College.

Rutland

Crestwood. Unique hotel in a lovely park. Residential section beautiful Green Mt. City. Superior cuisine. Golf at Country Club 18-hole course.

WEST VIRGINIA

White Sulphur Springs

The Greenbrier and Cottages. America's premier all-year resort for recreation and constructive rest. 3 golf courses. World-famous waters and baths.

WISCONSIN

Kilbourn

Hotel Crandall. At "The Dells". Convenient to all scenic points. Every room with bath. American Plan, $5.50 up, per person.

WYOMING

Encampment

A-Bar-A Ranch. Attractive cabins with bath. Delicious food. Riding, fishing, tennis, swimming, horseback camping trips. References. Open June 15.

BELGIUM

Knocke-Zoute

Claridge's Hotel. A de luxe hotel on the sea front. Golf and tennis facilities. An enjoyable place for a week or a day.

BELGIUM (Continued)

Ostend

Hotel de la Place. Splendid Hotel, Majestic Palace. The leading hotels in Ostend. All modern comforts. A. Declerck & Co.

Spa

Grand Hotel Britannique. A modern hotel. Excellently situated. Famous for its service and cuisine. Beautiful gardens. Tennis. Garage.

Palace Hôtel des Bains. Modern throughout. 100 rooms with bath. Hotel Bellevue & Flandres under same management.

BERMUDA

Hamilton

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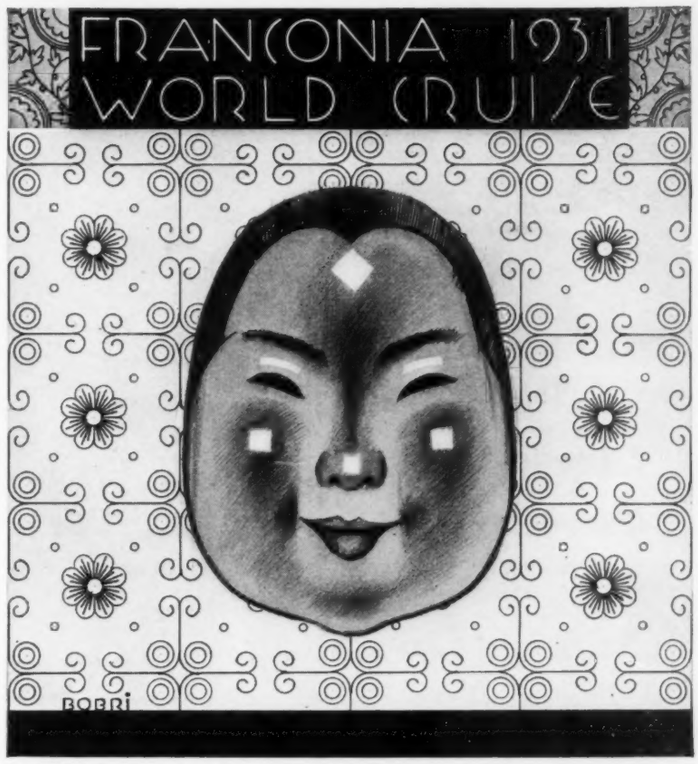

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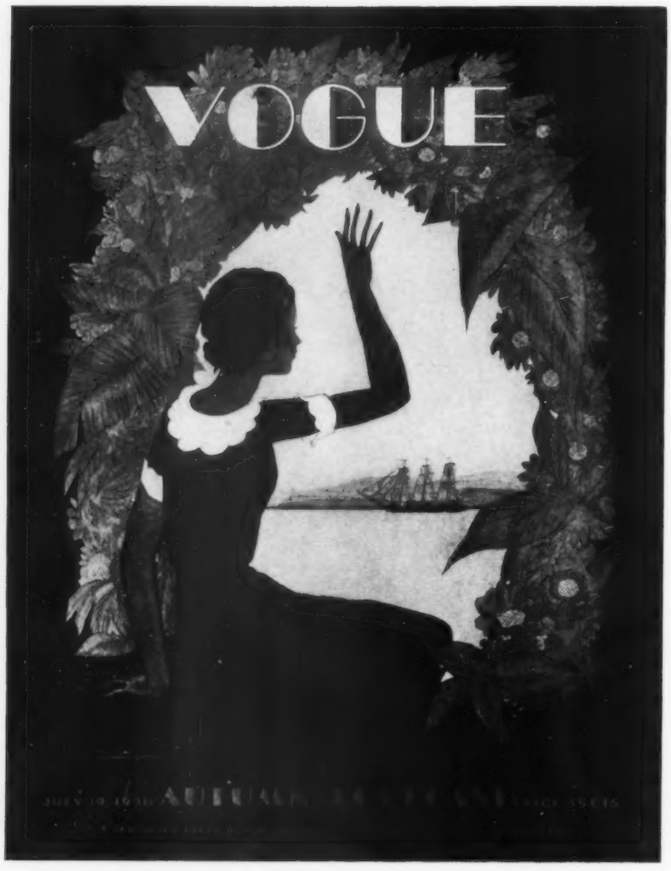

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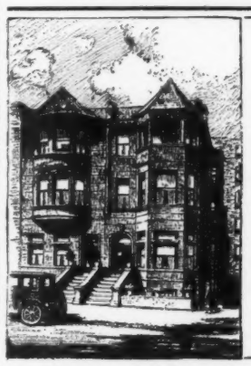

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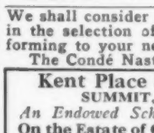

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GIRLS' COLLEGE

Catholic college for women, near Morristown, N. J. A.B., B.S., B.M. degrees. Teacher-training. Home Economics, Music. 400-acre campus. All sports. Catalog. Address Dean, Box V, Convent Station, N. J.

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Home Economics, Dramatic Art, Art, Complete Secretarial Courses, Business Problems, Junior College Courses.

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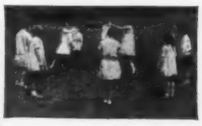

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GIRLS' SCHOOLS | GIRLS' SCHOOLS | GIRLS' SCHOOLS | GIRLS' SCHOOLS

Main Buildings

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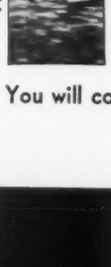

Girls' Collegiate School

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The Condé Nast Educational Bureau
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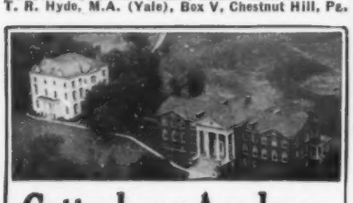

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Washburn—On May 26, to Mr. and Mrs. Edward Stevenson Washburn, second (Beatrice Morse), a son.

PHILADELPHIA

Kay—On May 5, to Mr. and Mrs. William Gemmill Kay (Margaret Leech), a son, William Gemmill Kay, junior.

DEATHS

NEW YORK

Alder—On May 25, Katherine Keith Alder, wife of David Alder.

Booth—On May 29, Henry Diver Booth.

Carlisle—On May 26, George Lister Carlisle.

Clarkson—On May 30, Howard Clarkson, husband of Alice Delafield Clarkson.

Crosby—On May 30, Henry Ashton Crosby, husband of Rosalie de Forest Crosby.

Dustin—On May 28, Charles W. Dustin

Holden—On May 15, Lansing C. Holden.

Kent—On May 22, Helen Stewart Kent, wife of W. Irving Kent.

Lord—On May 27, Daniel Miner Lord.

Matheson—On May 15, William J. Matheson.

Ricker—On June 1, Andrew Lawrence Ricker, husband of Edith Whiting Ricker.

Roosevelt—On May 15, W. Emlen Roosevelt.

Whitney—On May 31, Stephen Whitney, husband of Pauline Webster Whitney.

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NEW YORK

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Covell-Williams—Miss Katharine Covell, daughter of Mr. and Mrs. Herbert Covell, to Mr. H. Hunter Williams, son of Mrs. Howard Williams.

ENGAGEMENTS—Continued

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Leighton-Cook—Miss M. Jane Leighton, daughter of Mrs. Carl Ehlermann and Mr. Hugh C. Leighton, to Mr. John G. Cook, son of Mr. and Mrs. Maxfield H. Cook, of Chula Vista, California.

Tod-Martin—Miss Katharine Kennedy Tod, daughter of Mr. and Mrs. Robert E. Tod, to Mr. H. Bradley Martin, son of Mr. and Mrs. Bradley Martin.

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Garrison-Cushman—Miss Faith Garrison, daughter of Mr. and Mrs. William Lloyd Garrison, to Mr. Robert Cushman, junior, son of Mr. and Mrs. Robert Cushman.

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Elliott-Thompson—Miss Anne Gibbons Elliott, daughter of Colonel George Armstrong Elliott and Mrs. Elliott, to Mr. James McNaughton Thompson, son of Mrs. James McNaughton Thompson.

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NEW YORK

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Coffin-Whitehead—On June 14, Mr. Ralston Hudson Coffin, son of Mrs. Richard E. Hanson and Mr. J. Roberts Coffin, and Miss Bettina Bartlett Whitehead, daughter of Mr. and Mrs. Lyman T. Whitehead.

Noble-Edmonds—On June 19, in Saint James's Episcopal Church, Mr. Herbert Noble, junior, son of Mr. and Mrs. Herbert Noble, and Miss Helene Ormonde Edmonds, daughter of Mrs. Samuel Owen Edmonds.

Wardwell-Morgan—On June 10, Mr. Edward R. Wardwell, son of Mr. and Mrs. Allen Wardwell, and Miss Leila Morgan, daughter of Mr. and Mrs. John Hill Morgan.

Waterbury-Blake—On June 7, Mr. Stephen W. Waterbury, son of Mr. and Mrs. Frederic M. Waterbury, and Miss Eleanor Blake, daughter of Mr. and Mrs. Robert H. Blake.

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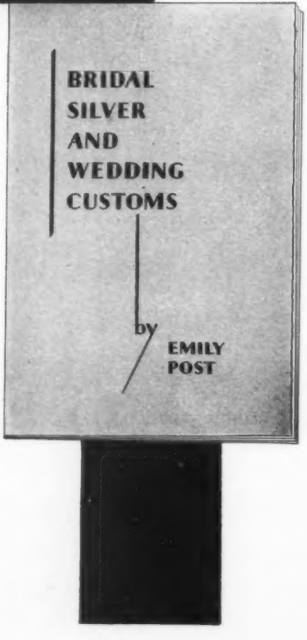

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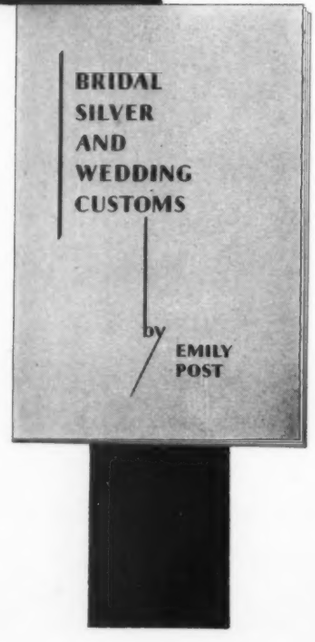

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VOGUE

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Hoyningen-Huené, Paris

VOGUE'S EYE VIEW of THE MODE

Ladies on occasions will do anything for style. Style, this summer, is doing everything for the ladies. The mode is making us deliciously comfortable and free.

Tennis frocks are as like as rackets, and one golf dress differs from another merely as a brassy does from a mashie, but they all fit taut above the hip-bone and make us feel lithe and good at the game. Sports hats exist only when supremely unirksome. Young girls are pulling off their hats in smart restaurants in town if they feel a trifle warm. Even crocheted berets are likely to be ripped off anywhere and at any time with delightful unconcern.

Corsets are very nearly as comfortable as your skin. Lingerie has been reduced to an exquisite absurdity. The slip is replaced very often by the cooler petticoat.

The last bit of nautical millinery has been cleared from the decks. The smartest bathing-suit of the year is a hand-knit swimming suit. Our sense of modesty has obligingly changed in favour of comfort. You can be a grande dame with the sun beating down on three-fourths of your body.

There is a cult for health in the summer sun-baked air. Neurotic complexes that were so fashionable a season or two ago are as antiquated now as migraines or vapours. Limberness is coveted. The young are flipping handsprings and standing on their heads with graceful ease. A new type is evolving. It is not Greek, nor can we patent it as exclusively American. The goddess of to-day dives into the Gulf of Finland, into the blue Adriatic, the Channel, the Pacific, or the ocean at Newport with equal grace. She is not athletic in the old basket-ball-and-middy sense of the word, but classically lithe. The more sophisticated she is, the more natural. She is no longer burned carelessly black, but, as by a master chef, she is rolled in sand with a little oil, baked evenly on all sides, and done to a turn.

Steichen

MRS. EDGAR W. LEONARD

Mrs. Leonard, who was Miss Elizabeth Adelaide Cannon, left for Holland early in May, to be gone until October. While in this country, Mrs. Leonard divides her time between her house in New York and her country place "Stoke Farm," at Syosset, Long Island. She is the daughter of Mrs. Theodore Frelinghuysen

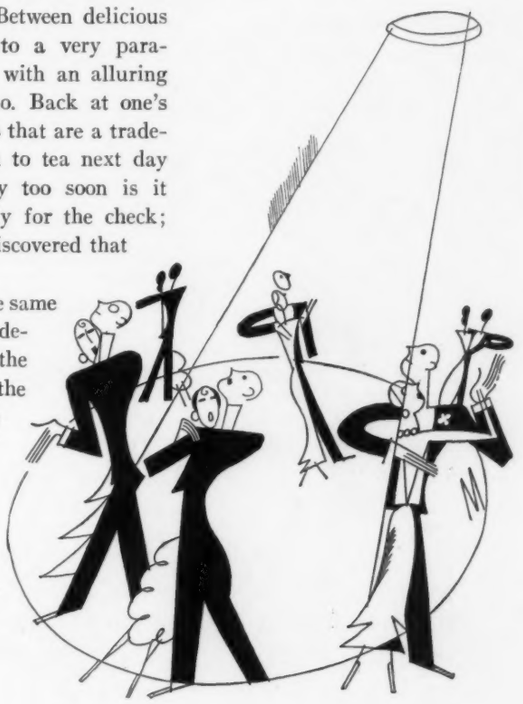
TO-NIGHT

WHERE?
WHEN?
WHY?
IN NEW YORK

WHEN dusk falls like crumpled black tulle over the city and the belated evening breeze begins to stir, women in penthouses and men in sky-scraper offices, débutantes stranded in apartments overlooking the East River, and young gentlemen sated with bond selling, raise, like a jazz anthem, the question, "Where shall we go to-night?"

Shall we be quite grand and wear the white crêpe and the round turquoises to sophisticated surroundings and dance to a tail-coated orchestra? Shall we be a little less swell and wear the beloved mauve chiffon to a cool, quiet place with dreamy waltz music and dim corner tables? Shall we dress hurriedly in thin black and a crystal necklace and go the rounds of two or three amusing little places with curious settings and diverting entertainment? Or shall we keep on the printed afternoon dress and the shiny straw beret and motor to a roadhouse through the delicate night-air of the country or take a Battery boat to Coney Island?

Perhaps, it is the white crêpe in which one emerges on the streets of a pleasure-bent city. One dines at the Persian roof-garden of the Ritz, where the walls are painted to seem a delectable Persian paradise, into which one almost could walk. Theodor stands at the door, a benign and charming genius of the place. Between delicious brook-trout and alligator-pear salad, one dances to a very paragon of orchestras, inspiring, yet miraculously soft, with an alluring drummer who weaves a tangle of syncopated tempo. Back at one's table, one sips water from the dark blue glass goblets that are a trademark of all the Ritzes; one whispers an invitation to tea next day to an acquaintance at a neighbouring table; only too soon is it found to be half-past ten, and one calls regretfully for the check; to the unconcealed joy of one's Best Beloved, it is discovered that there is no cover charge.



On, then (and all New York is crying On! at the same time) to the roof of the Saint Regis, decorated with delightful fantasy by Josef Urban. The leafy ceiling, the flowery walls, the whimsical peacocks adorning the columns with characteristic vanity, give one the sense of being in the branches of a high tree. Friends on every side, the superb Lopez orchestra, and the curious and pleasant mixed lighting produce an atmosphere that is reminiscent both of the Florida, in Paris, minus the snowballs, and an indoor swimming pool. One can not bear to stop danc-

AT THE SAINT REGIS THE LIGHTS REMIND YOU OF PARK AVENUE

ing to this inspired music; one claps, every one claps, and the sound is like glass breaking; all at once the orchestra encores, and one is charmed to hear last year's pet tune, bringing back old parties, old ball gowns, this beau and that. The waiter, in a white pea-jacket, like the stewards on an English ship, brings White Rock and caviar sandwiches; red and green lights go on in the ceiling, strangely reminiscent of the stop-and-go signs on Park Avenue, and Veloz and Yolanda dance an excellent tango, while a table of bright young things concentrate with intensity on the simpler steps. This goes on.

Reluctantly, one recognizes a certain need for sleep, observes with horror the time, and starts for home, pausing to view from the balcony one of the most glorious city views in the world; a metropolis spread out before one's eyes, marked by a million, million lights that sparkle like diamonds under water.

Or, perhaps, one doesn't do any of this, but has set one's heart on the Casino, in Central Park. It is amusing to toy with the idea of dining in the country. This place is a reincarnation of the pastoral playthings that were so diverting in the days of Louis Seize. Ladies in lemon coloured lace are charmed at feeling sophisticatedly bucolic. There are little red flowers for lights; the circular veranda where one may dine is painted crimson, and one stares out into a black night, broken only by faces of restive taxi drivers peering in. The cold madrilène is like a cupful of transparent rubies. A summer breeze wanders through the open casement. "Can't I get some water?" cries a plaintive blonde in raspberry-pink.

MIDNIGHT BRINGS DAZZLING SHOW-GIRLS TO THE HOLLYWOOD

THE CLAREMONT IS SO OLD, PETER STUYVESANT WOULD FEEL AT HOME

Search-lights from the city stray through the dark air. Waiters with jackets that bear vast silver buttons serve the diner with food cooked under the supervision of Beaumont, former chef to the Baron Alfred de Rothschild and the son of the chef to Victoria, Queen of England and Empress of India. The little coffee-cups are black as the night.

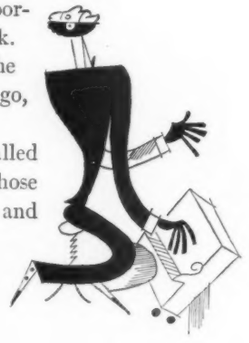
To famous music, led by the stormy-haired Mr. Reisman, one may dance on a crowded floor, peopled with well-born brunettes and blondes of humbler origin. Or, one may wander into an emptier room, the walls of which are painted with great trees blossoming with roses and dance to whispering music on a black floor, which is pleasing to the young and the romantic. Then back to the little oval-backed gold chairs until it is time to say "Taxi" to the doorman and drive drowsily homeward through a midnight park.

But, suppose one has worn the dear old mauve chiffon, the flowered scarf, the ancient amethyst earrings. Where shall we go, to-night?

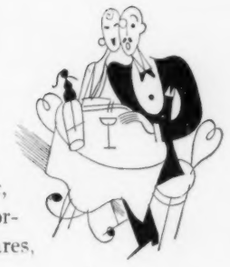
THE RITZ GOES IN FOR BLUE GOBLETS AND BLUE BLOODS

First, let us try the Trocadero. There is a man here, called "The Count," who plays the guitar and is known to all of us whose foible is orchestra men. His hair is the blondest in the world and practically matches the white piano behind him.

Above you, great lights, like infernal stars, burn sulkily, but then, paradoxically, the walls are gilded like Heaven. You may sit at a table with a white cloth, or you may choose a red-checked table-cloth in a room half-shut away.



AN ENORMOUS NEGRO PLAYS THE COTTON CLUB'S TINY PIANO



SENTIMENT RUNS HIGH IN MONTMARTRE'S TRANQUIL CORNERS

The atmosphere is one of "Let me tell you the story of my life." One feels sympathetic and vaguely romantic, while the delicate music hints of Viennese nights and what sorrow it is to be misunderstood. There is no dance floor; one stares, rapt, at the drowsy orchestra and talks and talks.

But it grows later; we must dance, but not lose this lovely dreamy trance that comes from a certain kind of music, a certain kind of place. So we taxi rapidly to the Montmartre, the ancient, the beloved scene of one's first romance. The place has been redecorated, in a satisfying dark blue with silver leaves, but the spirit of the place will never be redecorated, it will always inspire such remarks as, "How lovely you are to-night."

"THE COUNT" AT THE TROCADERO IS THE WORLD'S BLONDEST

Charles Journal, like a benevolent genie, towers over one's table and sighs for the days when Reggie Vanderbilt sat here and George Widener there, when Maurice was dancing, and we were all of us children. Montmartre is full of the ghosts of people who have loved the place and of live people being sentimental in corners.

As one dances, lights change the ceiling to a heavenly silver-blue; we dance, looking up at it with the divine happiness that comes of dancing to wonderful music. After a while, the orchestra plays very old tunes, like "Some of These Days" and the old Berlin melodies. One goes back to the table. "Once upon a time, I was very much in love" begins one's beau.

So much for romance and sentimentality; so much for soft music. Perhaps, at the close of the hot day, one is bored—plain bored. One wants bright lights, and amusement, funny people around one, original entertainment.

THE RUSSIAN WITH ENORMOUS CHARM AT THE KRETCHMA

The Russian Kretchma is on East Fourteenth Street. One tries to decide whether the menu is written from the point of view of francs or cents—"Russian Fresh Caviar, Black, $3.00." "Russian Caviar, Black, Fresh, $2.00." What's in a name? It is all very intriguing, and the waiters, as Russian as can be, are all good-looking.

PITCH BLACK CUPS ARE THE ONLY DARK NOTE AT THE CASINO

The walls are adorned with pictures of a Russian conception of an idyllic love-nest and with agreeably depressed-looking peasants, out of Chekhov, looking out of the windows, all drawn with "knowing deformation." Meanwhile, representatives of fair Harvard sit shoulder to shoulder with graduates of the University of Moscow, a débutante pursues the consonantal bill of fare, and an eminent New York dramatic critic is to be seen eating a great deal of *blinis*, which is pancakes with red caviar and sour cream.

The entertainment really entertains. There is an excellent violinist, a woman who is a sort of Russian Sophie Tucker, an accordionist who is handsome beyond words, and the most enormous man in the world with the most enormous voice and the most enormous charm singing Russian songs.

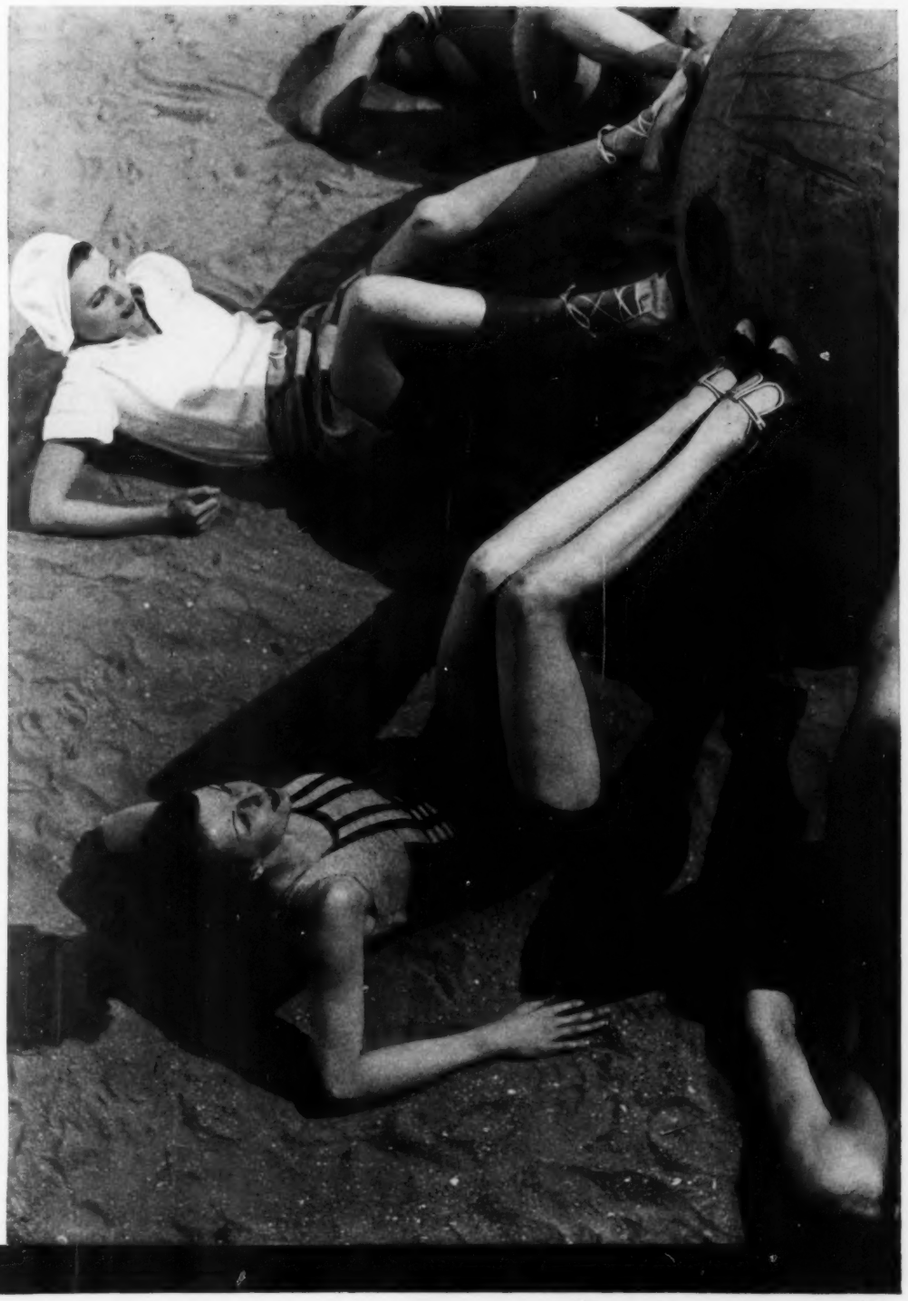
A BAVARIAN BLACK BOTTOM IS THE FLOOR SHOW AT KELLER'S

Next, one pays a call to the Hollywood Restaurant. This is typical Broadway at its best and very, very noisy and cheerful. One's best friend is there. But so is the girl in the Scandals. Senator Brookhart would feel far from home. (Continued on page 88)

• The sun-worshipper raised on her elbows in this group wears Jean Patou's two-piece black jersey suit, with evening dress straps, beige belt and monogram, and cape of beige tussur; posed by Madame Simone Demaria
• Next to her, face downwards, a swimmer shows Hélène Yrande's one-piece wool suit in navy-and-white
• The woman lying face upwards, at the top of the scene, wears Molyneux's suit of beige tricot and white jersey
• The men's bathing-suits are woollen jersey Jantzens

Hoyningen-Huené, Paris

JEAN PATOU • MOLYNEUX • HÉLÈNE YRANDE



• Beige flannel shorts and a white linen blouse by Yrande and a white beret and espadrilles form the beach play suit; posed by Lee Miller
• The lower figure lies on the beach in a brown-and-white jersey suit from Au Grand Frédéric; posed by Ernor Carise

Hoyningen-Huené, Paris

HÉLÈNE YRANDE • AU GRAND FRÉDÉRIC

BEACH FASHIONS FEAR NEITHER SEA NOR SAND

THE tip of a taut spring-board is no place to be eccentric about clothes. You can't flip into a jack-knife dive or stroke smoothly out into the deep with useless flares that act as water-logged handicaps. The smart thing in aquatics is the comfortable thing, and so, on the smartest beaches of the world this year, little else but one- or two-piece wool jersey swimming suits are seen. Generally speaking, there are but three types to choose from. If you have an exceptionally good figure, by all means wear the skirtless, one-piece, maillot type of suit with a belt at your waist. Equally smart is the knit suit with the trunks attached under an overlapping flap—very much like a man's suit. The third—and probably the greatest favourite—is the type with separate trunks that pull over a step-in top, which may be either (Continued on page 94)

MODERN MARINERS PUT OUT TO SEA IN WHITE LINEN

JANE RÉGNY • AGNÈS

Hoyningen-Huené, Paris

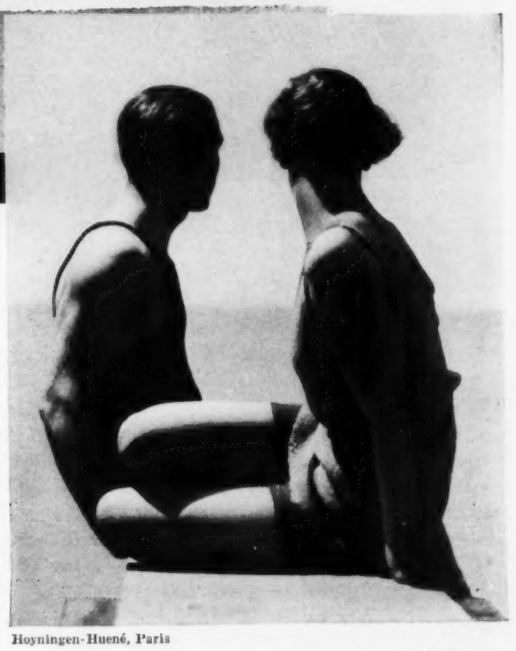
SCHIAPARELLI

• For sailing or beach wear, this Schiaparelli pyjama suit of white linen with extravagantly wide trousers features a quaint fitted basque that buttons up the front. Bands of lapis-blue éponge velours form vivid borders. A crocheted white-and-blue sailor-like beret is worn pushed back, and the white crêpe rubber sandals have straps of blue rubber

• Jane Régny shows a perfect understanding of yachting etiquette by designing this suit of white uncrushable linen, resembling a light-weight crash. The jacket is double-breasted, and the skirt wraps. The knitted white toque is from Agnès; posed by Lillian Fisher

JEAN D'AHETZE • JANE RÉGNY

• In this group around a Michelin push-ball, the swimmer at the left wears a Jean d'Ahetze one-piece suit of black jersey, bordered with white, which is backless; posed by Ernor Carise
• The dark red one-piece suit, centre, from Jean d'Ahetze, has a red-and-white dotted top
• The black jersey suit, from Jane Régny, is moulded to the figure by tucks and is worn with a green-and-white oilcloth belt
• Izod contributes this two-piece swimming suit, right, with garnet-red trunks and a mixed red-and-white top of machine-knit alpaca wool



Hoyningen-Huené, Paris

A. J. IZOD, LONDON

Hoyningen-Huené, Paris

HÉLÈNE YRANDE · JEAN D'AHETZE

THE HAND-KNIT SUIT SWIMS INTO FASHION

• Hélène Yrande chooses the dark red sail-cloth that the Brittany fishermen use for their own clothes to make the striking overalls shown on the young lady at left, above; Best; posed by Lee Miller
• Green hand-knit wool—soft and thick—makes the Yrande suit, centre, with navy-blue trimming. The Yrande robe of Rodier's éponge is like a huge towel; posed by Madame Simone Demaria
• The backless swimming suit, on the figure in the foreground, from Jean d'Ahetze, is of black jersey with white bands. It is in two pieces, the trousers slipping over the top; posed by Ernor Carise

COLOURFUL CHARACTERS OF

HOLLYWOOD

BY CECIL BEATON

COLLEEN MOORE

EARLY to bed and early to rise—every one in Hollywood has to toe the line. You must wake at seven-thirty sharp to be ready "made-up" upon the lot by nine o'clock, even though you may not be called upon until the afternoon. There is no knowing: you may be needed, and you must be ready near-by, you must learn patience, or you will go mad. Even if you are a Clara Bow, you will have to wait. The machines have to be tested; the lights have to be fixed; the sound gadgets put in order; one light may be fizzing and spoiling the scene. They may have to take that shot over again ten or twelve times. The heat in the studio becomes fetid—it would be so easy to lose your temper, and so useless.

All the stars are charming to the charming assistants, to the technical staff, the electricians, sound-recorders, and camera man. They have to be, for even though Norma Shearer may be married to the boss, the technician, if need be, could "take it out of her" by putting on an unbecoming light or turning a screw to make her voice sound shrill. Every one in the studio sighs with relief when a scene has at last been successfully shot. The property-man rolls his gum to the side of the mouth and asks, "Well, and how is Gloria bearing up to-day?" And the Marquise's teeth are exposed in the well-known smile.

They work hard in Hollywood. Their hours are long; they often work at night and on Sundays, too, and even if most of the time is spent waiting, there is no harder work than hanging around. Stars who are upon the crest of the wave have precious little interval between films. They are not even given time to characterize a part and are kept in ignorance until the last moment. "Do you know what they are going to give me to do next, Elsie?" (Miss Janis is an impresario now.) But it is a secret, and the script is only shown a day before rehearsals. Some studios have become such competent factories that they can turn out a talkie in ten days; others bungle and sink a million dollars before they use a scene.

For big stars and little, there is comparatively little social life in Hollywood. There are a few private parties for those who like them, and it is never necessary for men to dress, though the ladies flaunt their taste with a great display of their own individuality. Ina Claire is a Dresden shepherdess one night and a pyjamaed houri the next. Lilyan Tashman, a Grecian goddess with golden ringlets and the world's best figure, is always "Vogue," and Lupe Velez is driven to a frenzy of jealousy by her chinchilla cape and long evening gloves. Bebe Daniels, with lips like prunes, wears diamonds, but no back to her dress. Jetta Goudal's bun is looped like a cart-horse's tail.

Parties begin very elegantly, but often end with a brawl, bad language, a broken screen, and a black eye. There may be a wedding, with the church decorated with pink tulle bows, and there is always a fantastic, assorted crowd in the Blossom Room of the Roosevelt Hotel; but, although Saturday night is the only night when there is no fear of an early call in the morning, it is the night when the Embassy Club chooses not to open its doors.

To those who are content with the physical joys, life here is perfection. There is the pouring sun, the luscious

Cecil Beaton

MARION DAVIES

avocado-pears, the fabulous swimming pools in the comfortable beach houses; every one has excellent tennis-courts and rides on horseback in clothes of the most imaginative variety. There are magnificent week-end parties given at a glorious ranch near-by, and here Miss Marion Davies shows herself to be the Host and Toast of the World.

Of the personalities, Greta Garbo is the most glamorous and interest-inspiring, for she is neither seen nor heard. She is shy and highly strung and will not meet people. They upset, bore, terrify, and exhaust her. She has been very unhappy and now is on the defensive and does everything possible to balk the intrusion of strangers. Her press managers are in despair: she will never be interviewed and only by a miracle can she be induced to come out of her hiding to be photographed.

The tales that are told of Greta Garbo torment one with excitement—she is intelligent, funny, and she reads a lot, they say. She is witty, she laughs at every one in Hollywood, though she appreciates her triumph, is grateful for it, and gets a great "kick" out of it. "Oh, Garbo is feeling badly to-day, and she is going home," and home she goes, and no one dares order her back. It was only a few years ago that she arrived in Hollywood with two dresses, two hats, one set of underclothes, and no friends. She still has no friends, but a million fans are ready to die for her; men telephone her on long distance in the hope of hearing her voice; women send her orchids.

Lubitsch, the brilliant little director of Maurice Chevalier in "The Love Parade" and some of the best films that have come out of Hollywood, is another interesting, unusual, and almost equally independent personality. Exciting to watch at work, like an old blackbird, he moves in quick darts and starts; his bright eyes sparkle as though he had just seen the largest worm. He is witty, treats the whole business as though it were a great joke, but there is no one more punctilious and meticulous.

The immaculate Norma Shearer has made herself the very important figure she is by sheer hard work and dogged precision. Admittedly, her beauty is a very great asset—her skin and chiselled nose, the crown of her head and silken hair, her flower-stalk thin neck are perfection; yet, she lacks romance and glamour. But she atones and holds her position by her complete scrupulousness and perseverance. Her maid is always by her side with mirror, and comb, brilliantine and puff. No other star knows so much about her own appearance as she—she knows to the minutest detail how, when, and where she is looking

Steichen

MAURICE CHEVALIER

• As an inimitable chanteur, Maurice Chevalier has won the heart of New York and Paris and is fast becoming the idol of the sound pictures. "The Big Pond" won great praise, and his next picture, "The Little Café," promises even greater acclaim

• The Irving Berlins have returned to New York, after a year in California. Mr. Berlin has completed the score for a new picture, "Love in a Cottage," and he is now working on the score for the new Music Box Revue. Mrs. Berlin was Miss Ellin Mackay

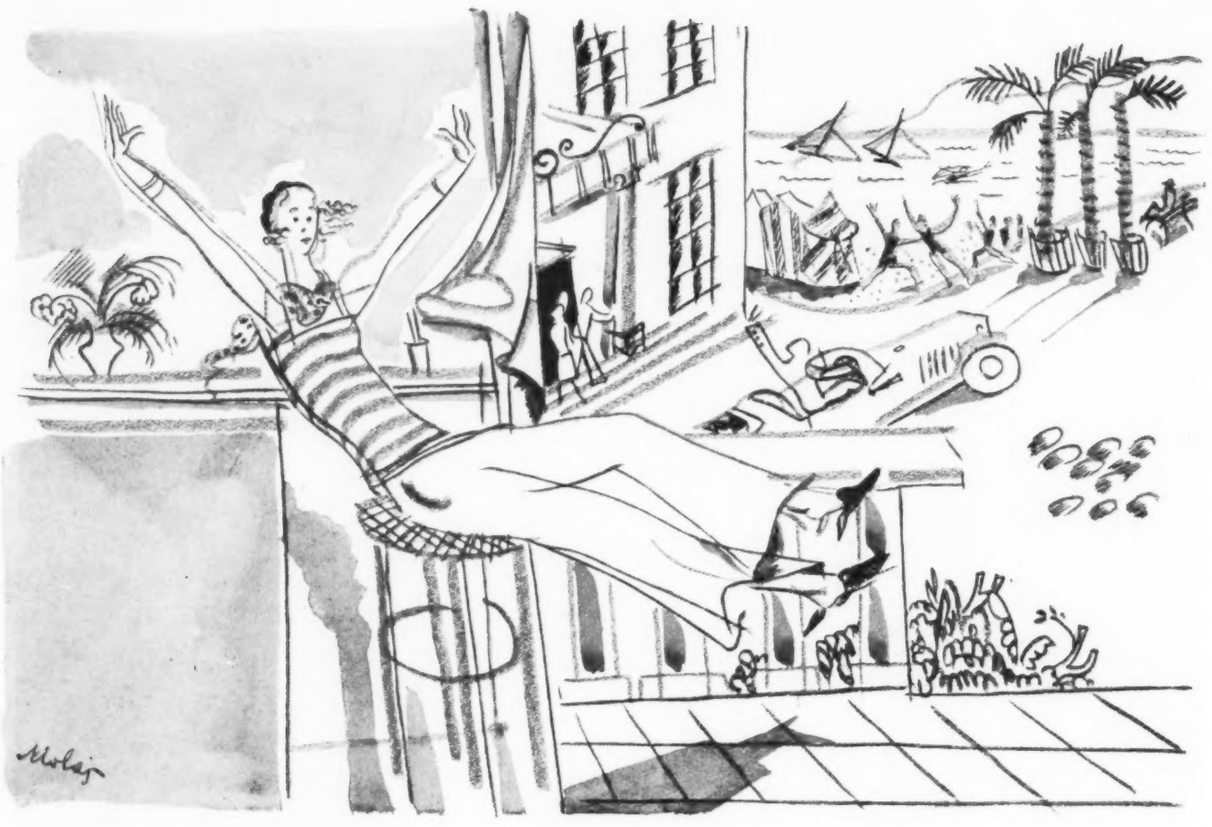
Cecil Beaton

THE IRVING BERLINS

her best. She is a success in the talkies in spite of her metallic voice, on account of her sharpness and smartness, and it is significant of her that, whereas after a time most stars become slack and bored about the photographs taken of them, Miss Shearer still insists on approving every picture of herself before it is circulated.

Marion Davies, besides being a delicately freckled Greuze, is a superb mimic, and Cheiro, the miraculous palmist and numerologist, who has been reading, to the tune of many hundreds of dollars, the hands of all the stars, claims that Marion Davies, Mary Pickford, the maternal Gloria Swanson, and the exquisitely flower-like Lillian Gish, possess the most interesting hands and character in the city. In the majority of the others, he complains of a similarity of mentality, but few can resist conforming to Hollywood's type!

But this is no longer a period of great stars. With the advent of talking pictures, many of the old favourites have fallen, or are in the process of pulling a flop, and a legion of newcomers has appeared upon the sound sheet. The latest films are advertised for themselves rather than for the players. The lead in "All Quiet on the Western Front" has been given to a hitherto unknown actor. Swarms of Nancy Carrolls and Alice Whites and Mary Brians have appeared. Jake Oakie is one of the proverbial exceptions and will become a great name with his infectious smile and fresh screen personality. Gary Cooper, a caged lion away from his ranch, will remain a star; Colleen Moore will continue to receive a salary of twelve thousand dollars a week; and the fact that Buster Keaton no longer can remain silent, but must talk to preserve his fame, does not perturb him in the least.



THE JOY OF ACTIVITY

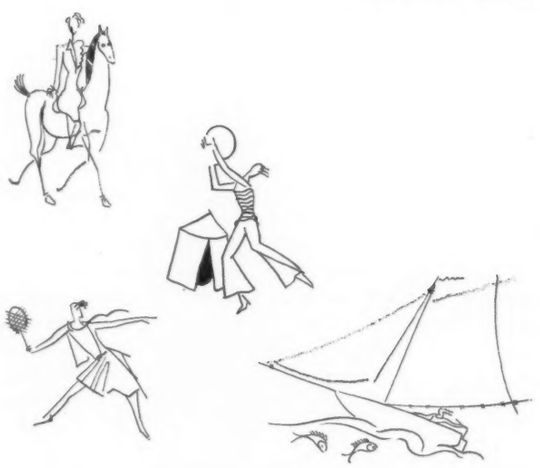
BY THE COMTESSE

JEAN DE VOGÜÉ

OUR craving for activity is a complicated desire and difficult to explain, even by those who are under its spell. It seems to be some fundamental instinct, implanted in the world when the stars were set spinning through space, which has developed with astonishing vigour in our own day.

There are those, of course, who are active from necessity, but it is not of them I want to speak, nor of those who are moved by a fruitless agitation. Really active people have always a minute to spare. Those who experience the real joy of activity are impelled by a natural impulse, from which they can not escape. In giving themselves up to this impulse, they are carried on from one interest, one occupation, to another and gain in contentment, in health, and in the satisfaction that comes from taking part in the game of life; not merely watching it from the side-lines. Gradually, they learn to sort out and arrange their varied interests, so that they can draw upon them when needed. Thus, they experience something of the power and control that come to the conductor of a great orchestra.

Life, in its final analysis, is activity, and the more we are active, the more we might be said to be alive. And so we take to sports, in which we find an answer to this elemental impulse and need. Who of you has not experienced the exhilaration that comes with the sing of a golf-ball; the rhythm of a horse's gallop; the stimulation of the brisk homeward walk at dusk? Losing ourselves in a thrill of motion, we are swung into harmony with the universe and sense the profound, simple joy that comes with physical exertion.



THE CHARM OF IDLENESS

BY THE COMTESSE

JEAN DE NEUFBOURG

ONE of my friends, who usually lives in Africa, happened to bring to Paris a young Arab who had never left his own country. On their arrival, he left the new traveller in a hotel and went out on his own affairs. When he came back, he found the young foreigner leaning on the balcony, watching with intense interest the crowd in the street; he had not moved from his post all day. "But what are all these people after, and where are they running like that?" cried the Arab. "Why all these occupations? Why not breathe gently and enjoy, while doing nothing, the passing hour?"

How many joys do they not sacrifice, inevitably, all those who occupy themselves with so many things? Striving for a single end, concentrating all their faculties on the growth of their energies, they lose themselves in perpetual motion.

Innumerable, on the contrary, are the joys that are open to those who do nothing at all. They cultivate themselves, as one cultivates a beautiful garden, in which a thousand by-paths awaken curiosity; they have the leisure to develop their understanding, to sharpen their sensibilities to fine points—like marvellously responsive antennæ; they think, they dream, they meditate. In the shadow of their drooping lashes, they see new worlds; they are poets and mystics.

In doing nothing, you capture liberty and obey only your own fancy; the hour does not drive you—hurriedly, brutally, holding you in long bondage—, but is your servant and flows gently—malleable, pleasant, diverse. You are not a mere cog in the enormous, complex, incomprehensible machine of human work, but you live—independent and free.

Emelie Danielson

THE FRANK CROWNINSHIELD COLLECTION

BY HELEN APPLETON READ

AN assumption that was maintained in the first of this series of articles on American collections, to the effect that a collector's works of art invariably reveal their owner's character, is again substantiated in the collection of Frank Crowninshield.

Mr. Crowninshield has been the Editor of Vanity Fair for the past fifteen years. In its pages he has maintained a policy of sophisticated informedness about intellectual and aesthetic affairs that has been a reflection of his own inquiring, seeking attitude toward life. This attitude, it would seem, has been a little like Walter Pater's when he said: "What we have to do is to be forever curiously testing new opinions and courting new impressions; never acquiescing in facile orthodoxy . . . While all melts under our feet, we may well catch any exquisite passion or any contribution to knowledge that seems, by a lifted horizon, to set the spirit free for a moment; or any stirring of the senses, strange dyes, strange colours and curious odours, or work of the artist's hands"—a quotation that might serve admirably as a motto to all potential collectors of modern art.

Mr. Crowninshield's ability to sense the psychological moment when new ideas and new forms in art are emerging from unpopular radicalism, because they are unfamiliar, to recognizable and so acceptable expressions of the spirit of the age, is a species of clairvoyance that has proved an important asset in assembling his collection, which is made up, for the most part, of contemporary French paintings, bronzes, water-colours, and drawings.

The collection, though it is little more than four years old, is regarded as one of the outstanding groups of contemporary French art in this country. He may be said,

Emelie Danielson

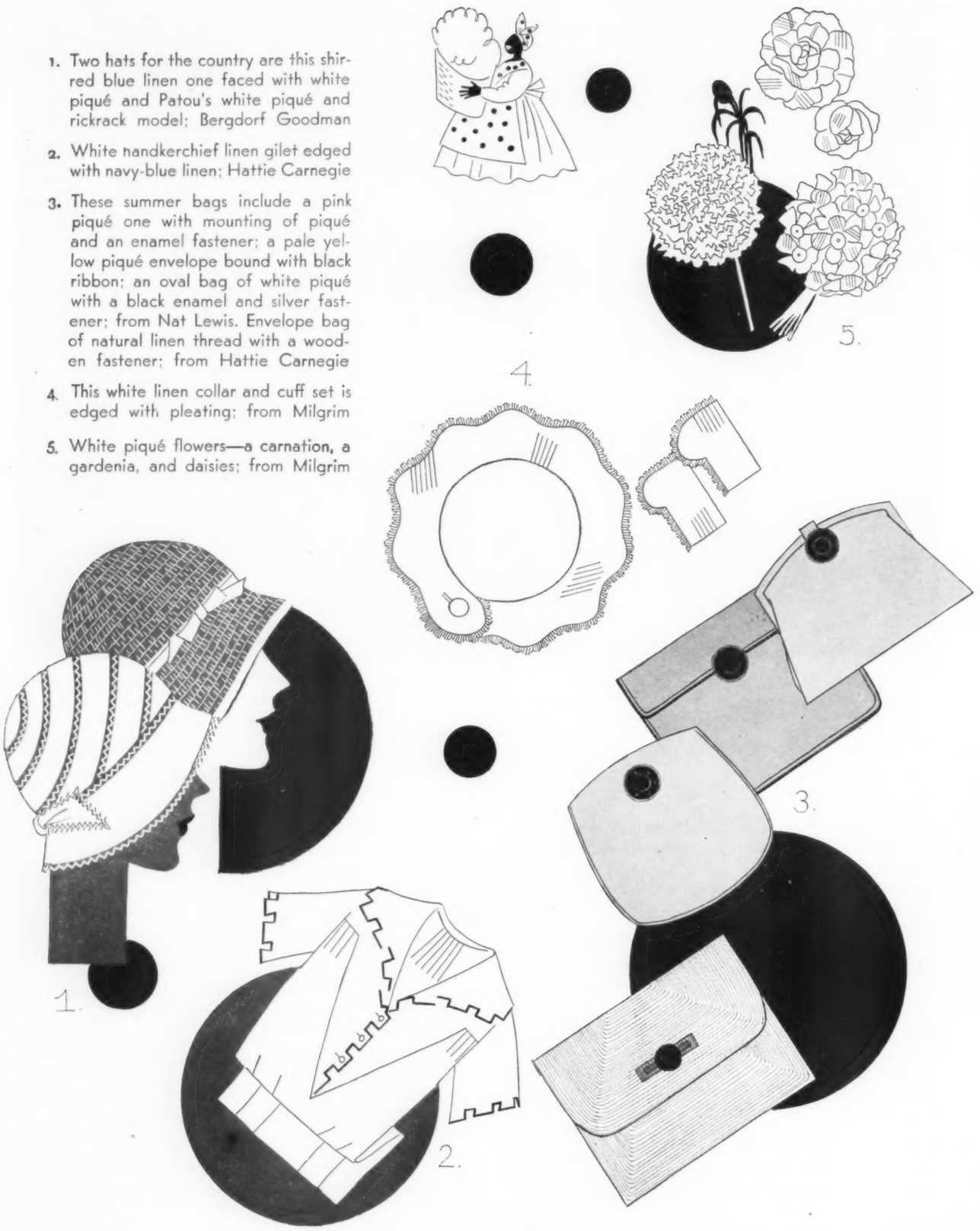
SOME OF MR. CROWNINSHIELD'S BRONZES AND BOOKS ON MODERN ART

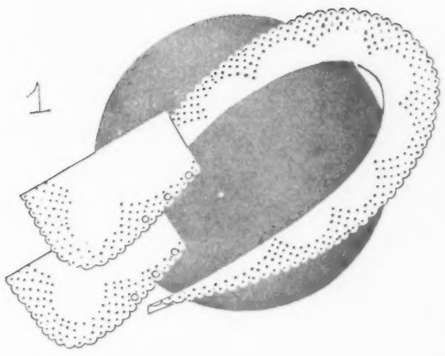
however, to have been preparing for it by creating the background and collecting the personalities that comprise it during the years of his editorship. Old numbers of Vanity Fair testify to this. It is surprising to find how many of the artists, who are now household words and "best sellers" in contemporary art, had their horizon of appeal extended through his sponsorship. Not only was he among the first to appreciate their quality, but he also helped, by his writings and editorial cooperation, to make their reputations in this country. His interest in new movements in art was an important factor in breaking down the provincialism of American aesthetic opinion. He was one of the organizers, and the first Secretary, of the Museum of Modern Art, which has recently proved a very successful artistic enterprise in New York.

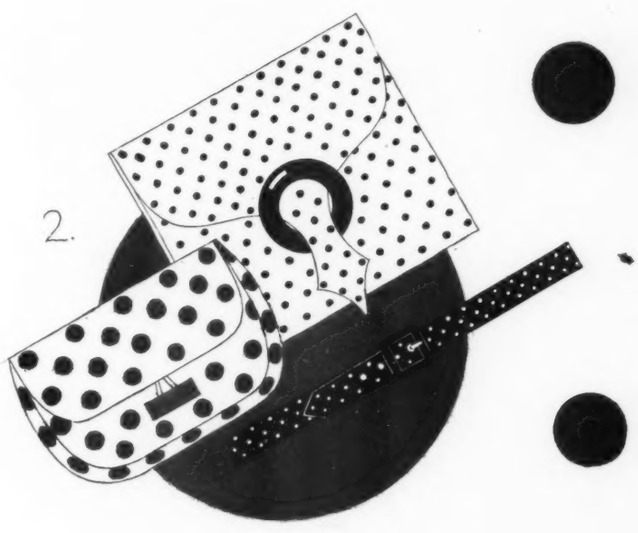
The works of Picasso, Matisse, Derain, Brancusi, Marie Laurencin, and other French masters appeared in Vanity Fair when, even in France, all but the liberals were still regarding the "modernist" painters as something a little like wild beasts. Similarly, such Americans as Rockwell Kent, Edward Hopper, John Carroll, George Bellows, and Eugene Speicher appeared in its pages when these masters were as yet but little known. Kolbe, Lehmbruck, Pascin, and Mestrovic were introduced by him at a time when to admit the existence of significant talent beyond the Rhine was as much an exhibition of audacious internationalism as it was evidence of good connoisseurship. And, to bring the instances down to more recent displays of vanguardism—if such a phrase is permissible—, we may cite his championship of, and writings on, the Mexican renaissance (Covarrubias, Orozco, Jean Charlot, and Diego Rivera) as well as his presentation of the ill-starred Modigliani, the accomplished and suave Segonzac, and the classically remote Despiau. He helped enormously in introducing these men to American art lovers, who, for all their increasing awareness of European favourites, had been curiously insensitive to the rare and personal qualities of these masters. (Continued on page 90)

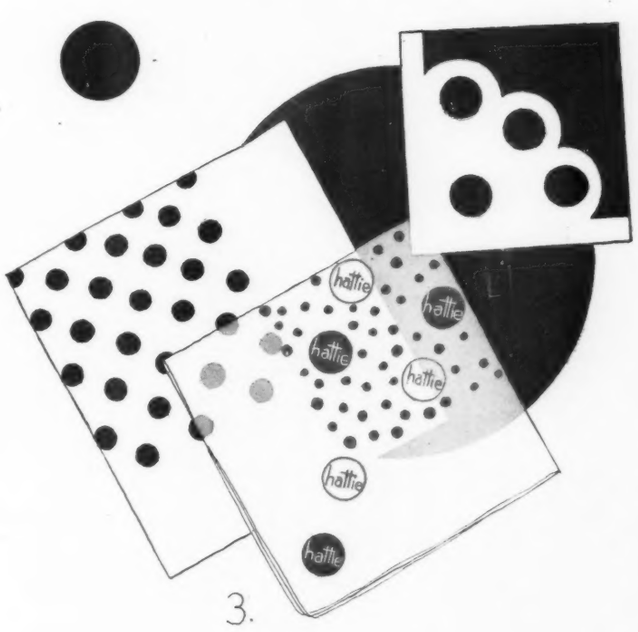
COTTON

1. Two hats for the country are this shirred blue linen one faced with white piqué and Patou's white piqué and rickrack model; Bergdorf Goodman
2. White handkerchief linen gilet edged with navy-blue linen; Hattie Carnegie
3. These summer bags include a pink piqué one with mounting of piqué and an enamel fastener; a pale yellow piqué envelope bound with black ribbon; an oval bag of white piqué with a black enamel and silver fastener; from Nat Lewis. Envelope bag of natural linen thread with a wooden fastener; from Hattie Carnegie
4. This white linen collar and cuff set is edged with pleating; from Milgrim
5. White piqué flowers—a carnation, a gardenia, and daisies; from Milgrim









1. Old-fashioned polka-dots now seem as modern as to-day. Staccato, cool-looking, they are perfect for summer accessories. This white piqué collar and cuff set has navy dots; Milgrim

2. The white linen bag is dotted in black, Nat Lewis; the smaller cream shantung bag in brown, Milgrim; the black kid belt in white, Francillon

3. Even handkerchiefs look gayer when dotted: navy-and-white, Jay-Thorpe; large blue-dotted linen one for sports, Milgrim; chiffon evening handkerchief with green dots printed with owner's name, Hattie Carnegie

4. Patou's gay black velvet beret and scarf, with white dots, and the green belting ribbon turban with white dots, are both from Bergdorf Goodman

POLKA DOTS

BOWS, CAPES, AND BERTHAS FOR EVENING

The pale grey-beige colour of this chenille-dotted net dress is a cool, tranquil note for summer evenings. Bands of soft taffeta, tied in front, give firmness, and shoulder bows are interesting

Augustabernard uses navy-blue crêpe elizabeth with the new heavy lace to match for this dinner-dress. The bertha-like cape is separate from the dress and matches the lace at the hem of the skirt

The informal evening dress shown at the right below is of flowered chiffon in soft tones of rose, blue, and green. The edges of the separate cape, shaped peplum, and hem are all unevenly scalloped

STEIN AND BLAINE • JAY-THORPE • THURN

GUNTHER • STEIN AND BLAINE • BENDEL

A FUR WRAP, A CAPE-WRAP, AND A CAPE

The arctic whiteness of winter ermine is seen in this luxurious summer wrap. Its short length, frame-like collar, bell-shaped sleeves, and sharply flaring peplum contribute to its unusual distinction

A compromise between a coat and a cape is effected by this cape-wrap of peach coloured chiffon velvet. A cape forms the sleeves, and the scarf collar and the soft flare at the hips are excellent points

This simple hip-length cape of pink moire has a softly draped shawl collar in front that ties in a bow falling low in the back. It is equally smart wrapped at the hips or hanging free from the shoulders

THE SMART EUROPEAN THINKS OF HER COSTUME AS A WHOLE

YTEB

For noontime walks on the esplanade at Deauville, nothing could be better than Yteb's sleeveless, double-breasted white wool shantung dress. A navy-blue flannel jacket, white Panama hat, and brown-and-white shoes are appropriate

A beige-and-brown tweed is used for Goupy's "Sportif," a light-weight, but warm travelling outfit. The dress has a sleeveless white linen guimpe, buttoned like a vest. The hat is of beige fabric; the shoes and bag, brown leather

GOUPY

LELONG · MOLYNEUX

Cool, lightly treated summer dresses look the best at Vichy; as, Lelong's suit, "Mascotte," of green-and-white printed foulard, and Molyneux's "46," of black-dotted pink shantung, with cuffs and collar of organdie, dotted in black

MAROUF · DUCERF-SCAVINI · HELLSTERN

Marouf uses "chevron," a hand-woven silk-and-cotton fabric, for the navy-blue and white sports shoes, left. Ducerf-Scavini's white pump is of kid and lizardskin. The Hellstern pump, right, is of brown patent leather and lizard

GRÉCO

For seaside or country wear, these two shoes from Gréco are excellent. That above is of white kid, with trimming of beige lizardskin and black patent leather. Another of beige lizardskin and white kid has a cleverly laced strap

THE MOST SUITABLE SHOE

IS ALWAYS THE SMARTEST

Hellstern's lightweight sports shoe, at left, is of natural pigskin. An Oxford for active sports, from Marouf, is of white antelope and brown calf. Another smart sports shoe, from R. R. Bunting, is also in these two leathers

HELLSTERN · MAROUF · R. R. BUNTING

LUCIEN LELONG LOUISEBOULANGER

SILK CRÊPES, PLAIN, PRINTED, OR FAÇONNÉ

• Lucien Lelong carries out in "Message" a graceful summer ensemble in refreshing red-and-white printed crêpe. The wrap-around coat is tied at the waist-line by a belt, and the knotted scarf collar, which comes from the sleeveless dress underneath, falling below the waist, contributes added charm to the soft drapery of the revers • A huge jabot collar, cut in one with the bodice, gives the final Louiseboulanger touch to this most effective and distinguished summer town dress, "44," the fabric of which is a very supple navy-blue crêpe with large façonné polka-dots. The belt, tying in front, emphasizes further the wrap-around movement of the skirt

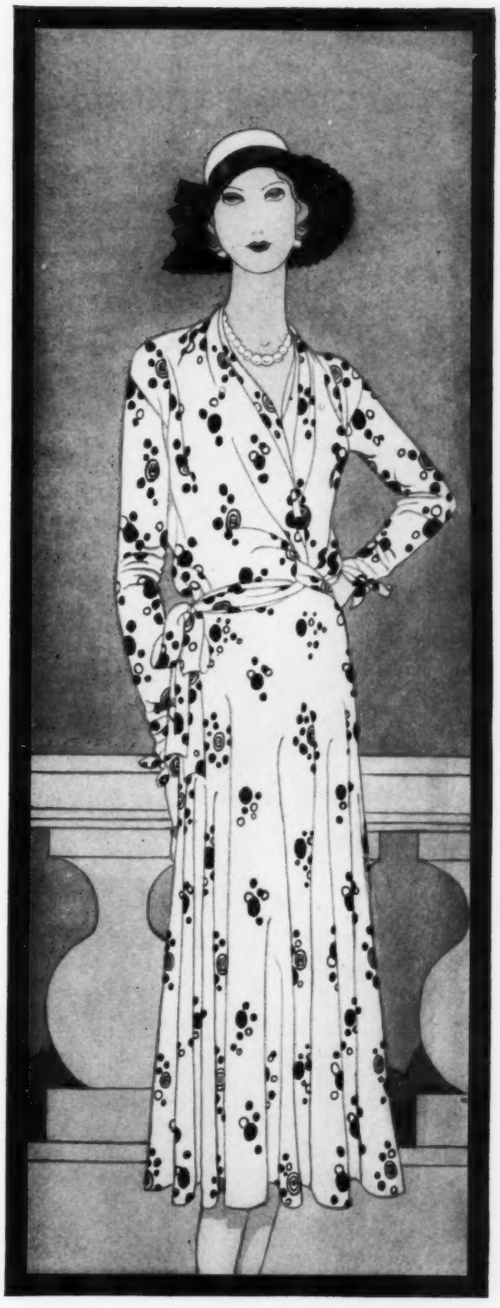
MORE ELEGANCE

AFTER NOON

• Last summer, when we dropped into the Ritz for a cup of tea, the ladies to right and to left and behind and before us were nearly all wearing simple, rather severe crêpes de Chine. We did a little secret lamenting in our corner about the fall and decline of the gracious tea-hour tradition. This—as far as clothes were concerned—might be one o'clock and a business luncheon.

A day or so ago, we dropped back into the same room, and it brightened us considerably. The women looked better than they had for years. Sheer materials in soft colours dominated the room. The old monotony was gone—banished by a new subtlety of cut and drapery. The smart world seemed to have become aware that the tea-hour is a gracious hour and that at last you can "dress up" a little more. Crêpe de Chine was varied by crêpe roma and chiffons. Two or three women wore the new chiffon suits—those delightful paradoxes of femininity and tailoring that look so 1930. There were chiffon ensembles with long chiffon coats. Every hem-line swung within three or four inches of the ankle. Nearly every sleeve was short—an inch or two above the elbow, and long gloves, wrinkled at the wrist and ending half-way to the elbow, added a sophisticated touch. Wide-brimmed hats cast deep shadows, and, without exception, each hat, large or small, had a feeling of milliner's trimming.

As we left the Ritz and turned onto Park Avenue, the same impression of greater formality prevailed. And we secretly thanked the dressmakers who have restored the charm of late afternoon with their more complicated, more feminine, more subtle afternoon dresses, such as those shown on these two pages.



VIONNET

• Vionnet is featuring grège for late summer afternoons, as being cool and inconspicuous under the glare of the tropical sun, and it is used with outstanding success as the background of this silk crêpe dress, "No. 3171," which is printed in black with a widely spaced design that is very smart. By means of the subtle, inexplicable cut that is typical of this house, the bodice is crossed, draped, and knotted and ends in a girdle that ties at the side. The effect is one of dignified simplicity and sophistication. A wide-brimmed hat gives the necessary formal accent

GOLF AND TENNIS CLOTHES

THERE IS A NICE SWING IN THE NEW FITTED WAIST-LINE

THE way in which clothes for golf and tennis respond to fashion's change, yet manage, somehow, to adapt the new elements of the mode to their own use, is a continual source of satisfaction and surprise. When a slip-on sweater, belted over the skirt around the hips, begins to take on an archaic air, the chic golfer calmly tucks her sweater inside her skirt, which she belts around her waist at the natural line, and serenely continues her game. When linen blouses make their appearance, once again, she seizes upon their fresh coolness and wonders how she ever played through a summer without them.

She finds a slightly fitted and belted jacket as comfortable for golf as the cardigan she once wore, and a sleeveless vest, worn over a blouse, gives her the trimness, combined with freedom, that she wants. Skirts must be wide enough to allow a natural stance, but not so full that they billow in the breeze, and restrained circular cut or well-placed pleats can be handled to give the necessary freedom without flare.

There are, however, certain rules decreed by the laws of simplicity and good sense that hold true year after year. Colours that blend with the landscape—beiges, browns, greys, greens—are the most satisfying in the long run, though there is no reason why your tweed skirt should not be flecked with blue or yellow or red or all three. Conspicuous pattern or weave, fussy details, or exaggerated cut—with their slapstick movie air—are rigorously banned. Anything that is conspicuous—noticeably patterned stockings, elaborate jewellery, or too obvious make-up—is frowned down upon by those who play the sport for its own sake and like to feel themselves a part of the outdoor scene.

Hats are held down to fairly rigid rules, and no trimming of (Continued on page 94)

MIRANDE

In the costume from Mirande, at the extreme left, a flannel skirt of green-and-grège plaid is combined with a grège toile de soie blouse with smartly rolled sleeves. The plaid note is echoed in a printed crêpe scarf that slips through slits

LELONG

A skirt and double-breasted vest, both of grey-blue woollen, worn with a simple white linen blouse, make Lucien Lelong's "Pas à Pas," at the upper right in the sketch. This practical golf costume has a skirt with partly stitched-down pleats

HÉLÈNE YRANDE

At upper left is shown a frock of white piqué, which the creator, Hélène Yrande, has called "Claudine." A well-fitted neck-line, skirt freedom, and a belt held in place by encrusted panels are excellent from a tennis view-point

GOUPY

While retaining its active sports character, this dress from Goupy, "Alleluia," lower left, gains much interest from the white façonné toile de soie of which it is made. It is cut on practical lines, with bows as trimming

REDFERN

White linen and rick-rack braid are one of the best of combinations. As used for the encrusted motif at the neck of the Redfern frock in the centre, the braid gives character to a dress of simple, but excellent lines

BLANCHE LEBOUVIER

An attractive effect is obtained in the Blanche Lebouvier frock, right, above, by using white silk piqué in an opposition of weave. The dress has unobtrusive pockets. Inverted box pleats make the skirt suitable for sports

MARTIAL ET ARMAND

Opposition of rib is used, also, in Martial et Armand's white silk piqué dress, "Printanier," at the lower right. The short sleeves are a comfortable length, and wide box pleats are cleverly encrusted at each side of the skirt

Steichen

VOGUE has gone into the cinema. Every fortnight, the latest fashions step right out of the pages of the magazine and come to life on the screen. Every fortnight, a new Vogue film is released to theatres all over the country and a new angle of the mode is presented in motion. One week, you will see the bride's trousseau, perfect in every detail down to the bit of orange-blossom on her white satin slippers. A fortnight later, it may be a complete week-end wardrobe or an animated view of clothes for the beach.

This new medium has given Vogue a chance to show the practical side of fashions in actual operation—how a change of a coat or a cape or a hat will make one ensemble into two or how, by slipping on a jacket, you can make an evening gown into an afternoon dress. The camera picks out the salient details of each model and shows the right accessories for every costume in close-ups, so that you may see the latest shoes and purses and gloves, worn exactly as they should be worn.

During the showing of each film, the voice of Vogue will explain the colours and fabrics and all the outstanding points of chic. The illustration above shows one of the new Vogue movies in the making, and the shots on the opposite page are a few of the final releases.

Vogue makes these short fashion films at the Paramount Studios and presents them every fortnight at the Paramount Theatre in New York and at the theatres in the (Continued on page 82)

VOGUE SPEAKS

FROM THE SCREEN

VOGUE'S
FILMS NOW
SHOWING
FORTNIGHTLY

THE PENTHOUSE OF MR. AND MRS. CONDÉ NAST

Drix Duryea

PING-PONG IN THE CLOUDS

LIVING ON TOP OF THE WORLD

BY MRS. GEORGE DRAPER

• The terrace of Mr. and Mrs. Condé Nast's penthouse and the adjoining ping-pong room, left, look far down Park Avenue; painted mirror by Robert Pichenot; decorations by Elsie de Wolfe

• On the terrace of Mr. Bertrand Taylor's penthouse, opposite page, commanding a dramatic view of the East River, are Regency iron chairs and marble tables; decorations by Jones and Erwin

Martinus Andersen

THE SKY TERRACE OF MR. BERTRAND L. TAYLOR, JUNIOR

PENTHOUSE owners are the new aristocracy. They have the advantages of a town house plus those of an apartment—their own flowers and no furnace man. In imagination, they can sweep forward out of an age that ties the rest of us down, into the new day when life will take to the sky roads and earth will be a humdrum place for growing things to eat. They live on the top of the world, with the roofs of yesterday for their door-mats. The tragedy is that so few penthouse owners seem to realize their opportunities. On several peaks in Darien, they plant a few shrubs and stretch a few awnings, but the house itself is frequently just a replica of the apartment below—perfectly decorous, perfectly commonplace, instead of something as thrilling as a cocktail on an empty heart.

The main reason for this is that people usually wait to buy until the building has solidified. They get what is, instead of what might have been. If they had bought "in the steel"—which is the builder's way of expressing what he has to sell when all that has come to pass is the skeleton—, they might have made strategic changes at comparatively small expense. Such architectural taking out of tucks and letting down of hems cost a fortune later on, and, like all meddling with completed products, the results are not likely to be as satisfactory as though the changes had been incorporated in the original plan.

Take the question of dramatizing the view—earthward, skyward, and across the gulf of more or less blue air that stretches between one tower and the next. This is not only a matter of terraces for outdoor living, but of windows for bringing outdoors inside. Windows throughout the building proper have been arranged for symmetry, and interfering with their size and placing is difficult, if not impossible. But the penthouse is a law unto itself, and, if the owner starts early, he can do all sorts of interesting things —long windows to the floor that give on terraces, other long windows perched above nothing, with iron balconies for finish and security, windows placed for the grouping of furniture from which to get the most spectacular view, rather than windows serving as so many spots on a mere façade, perhaps a huge, round eight-foot window facing the sunset and showing New York at night like a handful of stars tossed on the sea.

As for windows that look up, there is an opportunity to turn what would be "inside space" on the floor below into a livable room in the penthouse by means of a skylight—hosed off by day to keep it clear of (Continued on page 92)

Martinus Andersen

THE TEA-HOUR ON THE AUTHOR'S ROOF TERRACE

PENTHOUSE PARTIES

BY EDITH HAINES

TO possess a fanciful, Ariel side, combined with one meticulously practical, inherited from Puritan forbears, and but a medium-sized crock of gold is to possess an equipment that seems inadequate to meet the struggle of an ever-demanding city life. But, by balancing the New England and the "Ariel" sides, keeping a sense of humour, as majordomo, and having as living quarters a small penthouse, one would indeed be a rusty robot if an atmosphere could not be achieved in a utilitarian as well as a distinctive manner.

The roofs and terraces of the modern buildings are as if one were standing on wishing carpets. By half closing the eyes and bringing into play the imaginative forces, one may be surrounded by any country one wills. There is a deep, luminous quality about the sky at twilight in New York, which creates a charmed background for the objects encircling us every day. Whistler must have foreseen our present form of cliff-dwelling, as he has expressed so picturesquely what can happen:

"And when the evening mist clothes the riverside with poetry, as with a veil, and the poor buildings lose themselves in the dim sky, and the tall chimneys become **campanili,** and the warehouses are palaces in the night, and the whole city hangs in the heavens, and fairy-land is before us . . ."

At a penthouse tea-party, an ambrosial mixture was served from a beautiful Lowestoft bowl, while bright tin trays with gold paper doilies held the appetizers (illustrated on facing page). Large pineapples gave a modern note to Empire vases on the glass-topped metal tables, which were placed in front of the arbour

What wearied city dweller would not welcome luncheon on a penthouse terrace, where a scenic-painted awning provides shade and a fountain Pan pipes coolness? Each guest is provided with a table and tray set as for a place at the table, in the manner shown below. This meal has progressed to an entrée in individual baking dishes

From the "living quarters" of this particular penthouse, one steps out on a sky terrace, which, in spite of being a Manhattan Utopia, can at times also be, alack! an inanimate "Dr. Jekyll and Mr. Hyde" reproduction. In the eight-thirty-ish morning sunlight, from surrounding chimney-pots pour vaporous, umber-tinted spirals, which hover over one's head, appeasing the artistic sense; then suddenly like a rocket they dissolve, and large crunchy cinders intermingled with charred bits of paper completely cover the tiles, forming a whirlwind at one's feet. Then come glistening afternoons, with a breeze from the Hudson, carrying woodsy odours from Central Park, and the honk of the motor horn and the smell of gasoline seem far away. One discovers that the problem to be solved is that of moulding these contradictory forces into an efficient and harmonious result—in which Ariel the sprite and the New England sense may restfully breakfast, lunch, tea, and dine together.

When the aforesaid whirlwind of cinders has arisen from feet to breakfast tray, and finger-tips have been smudged from contact with wicker chairs, recently exposed to a murky night—the thought comes that realism and idealism must be linked. So, after days of searching, a man is found whose sympathetic understanding at once grasps the idea that the need is (Continued on page 86)

Martinus Andersen

LUNCHING IN THE AIR

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SMART WOMEN BREAK INTO PRINT

4

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6

1. A charming costume of checked silk, with a three-quarter length jacket, is worn by Miss Cynthia Pratt. Her hat, well off the face, is delightfully youthful

2. Mrs. George Upham Harris, photographed with Gaines Gwathmey, Esq., at Belmont Park, wears an attractive costume of printed silk from Mollie O'Hara

3. The Talbot frock of printed silk, with a brown silk jacket, worn by Miss Nancy Yuille and Mrs. Robert McAdoo's Patou bolero frock are from Chez Ninon

4. Mrs. Charles Amory's costume displays one of Chanel's new details at the edge of the skirt. The costume, from the Rhoda shop, is of a popular print

5. Mrs. Henry T. Fleitmann was seen at the races in a bright printed ensemble, with large floral motifs, from Bergdorf Goodman. Tiny pleatings outline the edges

6. The costume worn by Mrs. Walter J. Salmon in Warrenton is from Marguerite Bach. The printed silk dress has short sleeves, the print lining the coat

PRINTED DRESSES ACQUIRE JACKETS

1. A checked suit, with black fox, is worn by Mrs. Jules Glaenzer. Mrs. Ira Richards's costume, from Chez Ninon, is one of Chanel's outstanding recent successes

2. A gaily printed dress with a short cape is worn by Mrs. Condé Nast. The use of pleats is effective. Miss Natica Nast is wearing a Chanel suit from Verben

3. Mrs. Nelson Slater and Mrs. William Deering Howe appear in gay prints of very different motifs, but of equal smartness

4. Mrs. Harriman Russell's Carette ensemble is from Chez Ninon. The long coat of plain wool is lined in the chic printed material of which the dress is made

5. Miss Mary Strange has chosen a plaid scarf and bag as effective complementary accents. The turban that she is wearing is one of the best models of the season

6. A very striking frock with elbow-length sleeves is worn by Mrs. William Averell Harriman. The organdie trimming and the wide straw hat enhance its charm

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A SOUND PLAN FOR THE YEAR-ROUND WARDROBE OF THE WOMAN WITH A JOB

BOTH MODELS FROM ATKINS

WHEN I first went into the business world, I found the problem of an appropriate wardrobe a most puzzling and annoying one. But, after much experimenting, I think I have found a solution, and I am only too happy to let you have the benefit of my experience.

First of all, take a hint from the well-dressed business man! Is there any one more impeccably groomed? His clothes are well pressed, shoes well shined, and accessories in perfect order and cleanliness. It may be your opinion that a man's clothes are like a uniform, but the principle underlying this uniform is one well worthy of consideration and adoption by the business woman—who, let me add, can do this without, for a moment, forfeiting her individual femininity or trying to look in any way mannish.

Now, for the clothes themselves. The following plan is one that I have adopted with the greatest success and satisfaction to myself, and I think that, if you will follow closely, you, too, will see that it is the most compact and practical wardrobe that a woman in business could (Continued on page 80)

• Cool and light-weight are the porte-bonheur straw hat with uplifted brim, Dobbs; and the navy-and-white straw and hair hat, Atkins. The kid pump is light in weight, Jay-Thorpe; and the bag is of navy calf, Saks-Fifth Avenue

• A young business executive may face July weather successfully in the ensemble at the left, of brown-and-white Rodier crêpe printed in pen-scratch design. The one-piece dress with short sleeves has a short jacket to match

• There is always a place in the business world for dotted crêpe, and this brown-and-white square-dotted crêpe suit, extreme left, is one of the best. The two-button jacket has a peplum; the blouse is of handkerchief linen

JAY-THORPE KURZMAN MRS. FRANKLIN, INC.

• Printed crêpe in two shades of blue is used for the frock below, with a bateau neck and braided trimming

BERGDORF GOODMAN

• A decided asset to a business woman's summer wardrobe is this grey crêpe three-piece suit, above left. The jacket has a soft collar, and the knife-pleated skirt is girdled with a sash. The grey crêpe blouse is sleeveless

• Going to tea directly from the office requires a suit such as the one in the centre, of light brown printed crêpe with a floral pattern in cream and green. The jacket is belted in front, and the cream flat crêpe blouse has a cut-out design

• Scorching summer days at a desk may be met coolly with the navy-blue cotton voile dress with embroidered dots shown at the right above. The wide, pleated revers on the collar are very becoming, and the dress launders easily

WASHABLE FABRICS

FOR TROPICAL DAYS

BEST KASKEL AND KASKEL DUNLAP

SAKS-FIFTH AVENUE BEST

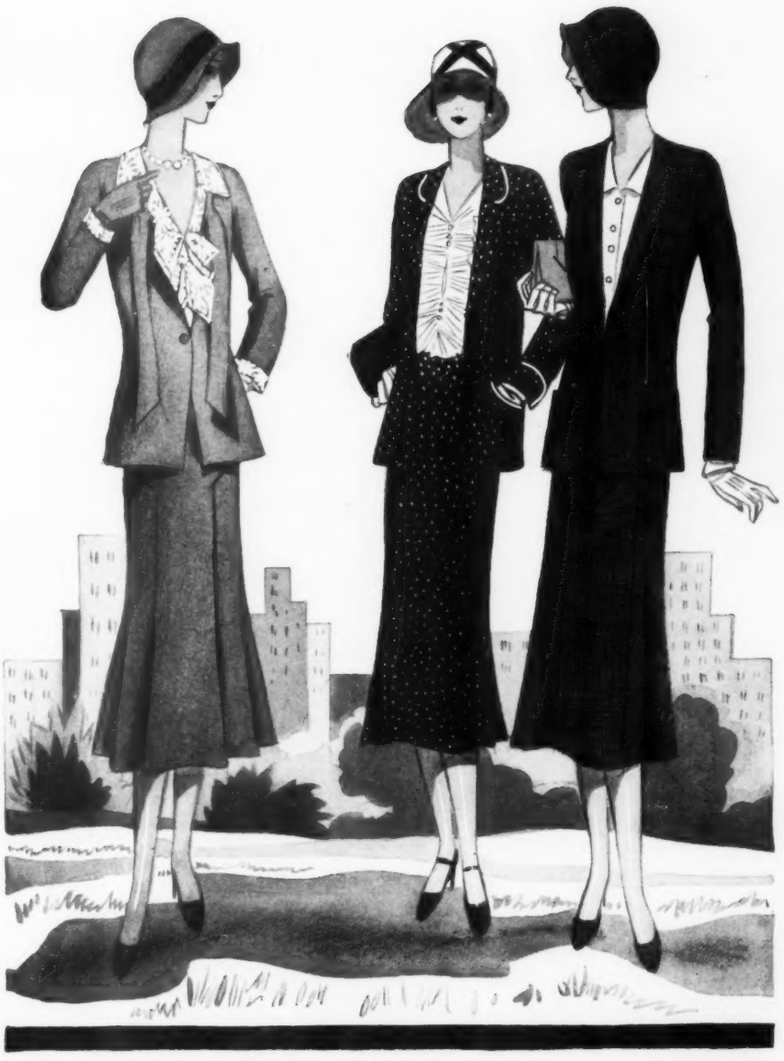
FOR THE COUNTRY

• The latest fabric for the country is cotton shirting, such as is seen in this blue-and-white dress, above left, with a tuck-in blouse with short sleeves and a skirt fastened with nickel-plated buttons on a shaped yoke

• The virtues of white cotton piqué for a tennis dress prompted its use in this sleeveless model, above right, which is buttoned at the side and has inverted pleats. A green belt adds a touch of colour

• Good form in golf now permits cotton shirting, which is used in brown-and-white stripes for the dress, shown left. White cotton piqué collar and cuffs and a gently flaring skirt are details of importance

• Cotton piqué has that sturdy, imperishable appearance that sports clothes demand, so that it seems exactly right in the pink golf dress at the extreme left. The side kick pleats are considerate of one's swing



BRUCK-WEISS MRS. FRANKLIN, INC. RUSSEKS

FOR THE CITY

• This green Belgian linen suit, above left, is given a town appearance by the intricate stitching and subtle fit of the peplum jacket. A green-and-white printed handkerchief linen blouse is an important factor in determining its chic

• Cool, yet not too casual for July days in town is this suit, above centre, of navy-and-white polka-dot handkerchief linen. The jacket is straight in line and piped in white, and with the suit is worn a white frilled handkerchief linen blouse

• Cotton piqué sharkskin—a new hot-weather fabric that has the firm qualities of its woollen namesake—successfully fashions this strictly tailored suit in black and white, above right. The simple tuck-in blouse is of white cotton piqué

• Black-and-white printed handkerchief linen stays in town appropriately in this two-piece dress, above, right, the blouse of which is worn over the skirt with a belt at the natural waistline. Pleated ruffles and a white band trim the model

BERGDORF GOODMAN

COTTONS AND LINENS WORN WITH AN AIR ARE SMART IN TOWN

MIDSUMMER CHIC

SEEN IN THE SHOPS

THEY ran into each other by chance at the end of a scorching day. Fifth Avenue shimmered with insufferable heat, and all the motors were dim through a mist of summer dust.

Sybil cried in anguish: "Anita, my dear, I am exhausted. Do let's find something cool in this broiling town."

Iced tea was frosty and tinkling, their table was in a dusky cool corner, and, somewhere, two violins played the more placid of the Viennese waltzes.

"Assuming that we are both in town as female birds of prey, what have you pounced on, this charming day? Hell couldn't be hotter," added Anita, lighting a Murad.

Sybil fished for her shagreen case. "I've been after clothes. And found them. When I landed last week from Europe, I found I didn't have a thing with which to golf or tennis myself through the rest of the summer, so I came in from the country to-day, and, I must say, in spite of the heat, it's been a voyage of discovery for this simple soul. Just to turn you green with jealousy, I'll read you my list." Sybil drew a scribbled-over paper from her bag.

"Before you begin, Sybil, where did you get that delicious nut-brown complexion? It makes me feel very pale and wan."

"On the beach, where I wear practically nothing at all—and lie for lazy hours in the sun. My bathing-suit is my only immodest costume this season. Even tennis dresses, which head my list, are no longer sun-back. You know it's a joy to find such practical, smart things in the shops. There are two schools, it seems, but I am inclined to stick to the skirt and sweater order of things rather than the one-piece tennis dress. Best has a marvellous collection (Continued on page 84)

1. This blue-and-red striped silk scarf is a gay companion for sports frocks; from Wanamaker
2. The lacing of this white canvas tennis shoe prevents slipping off the heel; Lord and Taylor
3. Brown-and-white pumps, with leather heels, are inevitable in a chic wardrobe; Lord and Taylor
4. Very new for afternoon wear is this pump of white Tosca linen with pastel kid trimming; Stern
5. Piping of black leather gives a staccato note to this white straw purse; Saks-Fifth Avenue

6. One-button gloves of white chamois are exactly right with summer sports dresses; from Stern
7. Cotton is in its element on the tennis-court, this summer, and nothing gives better service than this white linen mesh polo shirt, which may be worn with a piqué skirt; Bonwit Teller
8. This stitched linen hat, which may be had in pure white or any colour under the sun, is a light and cool summer shade; Saks-Fifth Avenue
9. Patent leather is a shining revival of the season, and it looks very modern when combined with white piqué as it is in this belt; from Stern
10. Short tennis socks in pure white Angora are favourites with serious players; from Altman

• The knit sweater, worn by the girl with a racket under her arm, is in navy-blue with red-and-white striped revers and cuffs; Saks-Fifth Avenue
• The golfer's outfit, in tan, has a short-sleeved sudanette tuck-in blouse in the popular shirt-waist effect. The skirt is of end-to-end cotton sudanette, with a dull, silky surface; Best
• A sports coat in white is one of the most practical items for summer. This, of white crêpy wool has wooden buttons and a half-belt; Bonwit Teller

5322 5323

COAT No. 5322—The tweed coat—without which no country or vacation wardrobe is complete—no longer envelops one in haphazard fashion. Now, it has fit and an unmistakable waist-line and a flare, as has this coat with a new collar and a belt. Designed for sizes 32 to 42

ENSEMBLE No. 5323—The needs of the golf woman were considered in designing this three-piece sports ensemble, with a jacket and a skirt of shantung and a blouse of handkerchief linen. The four-gored skirt distributes fulness for comfortable play. Designed for sizes 32 to 44

UTILITY COMES FIRST IN SPORTS CLOTHES

DESIGNS FOR PRACTICAL DRESSMAKING

ROBE No. 5332—In order to be really comfortable on the beach, one's equipment should be completely practical, simple in line, and washable. This robe, which is of novelty cotton and is cut on mannish lines, fulfils all qualifications. Designed for sizes 14 to 44

PYJAMA ENSEMBLE No. 5307—A complete four-piece beach ensemble may be of printed and plain radium or of silk crêpe. It consists of a short overblouse, with sun-tan back, full skirt-like trousers, a jacket with a standing collar, and a hat with a brim. Designed for sizes 32 to 42

5332 5307

CAPES AND BOLEROS RISE ABOVE CIRCULAR SKIRTS

5327

5328

5329

FROCK No. 5327—The lingerie collar and vestee and the shoulder cape, opening in front or back, are chic features of this silk crêpe frock with a circular skirt. Sleeves optional. Designed for sizes 13, 14, 16, 18, and 20

FROCK No. 5328—Two tones of silk crêpe are smartly combined in this one-piece frock. An unusual scarf is cut in one with the shoulder yoke, and the sleeves have an interesting flare and softly tied cuffs. Designed for sizes 34 to 46

EVENING FROCK No. 5329 A frock that will give the older woman an illusion of youthful slimness is this chiffon model, with straight side sections and a bolero that dips longer in the back. The bolero is detachable. Designed for sizes 34 to 46

After Eighteen.. every woman should begin to watch for...

on Nose...

...Chin

These are the three places you must watch for conspicuous face pores

...Forehead

Coarse Conspicuous Pores...

THE SPELL of a beautiful skin!

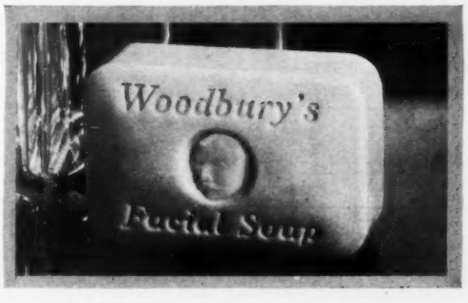
Almost every girl has it at eighteen when the pores of her face are small and fine!

This is the time to begin to watch for the gradual coarsening that starts right after eighteen—and shows especially on nose, chin and forehead.

To keep your pores small and fine, use Woodbury's Facial Soap. It actually *shrinks large pores to fineness*, and guards against big pores.

Formulated by a skin specialist who spent a lifetime studying the skin and its needs, Woodbury's keeps the face pores small by freeing them of the hardened fatty substance that causes them to enlarge—contracting them to their natural size. The first time you use Woodbury's you will notice its astringent action on your skin.

Begin using Woodbury's today! With each cake of Woodbury's comes the booklet of the most famous skin treatments in the world. It will help you to keep the clear, fine skin texture that is your right.



Woodbury's is 25 cents a cake at any drug-store or toilet-goods counter. It also comes in convenient 3-cake boxes. *John H. Woodbury, Inc.—Cincinnati, Ohio.*

Send for the large-size trial set

John H. Woodbury, Inc., 1413 Alfred St., Cincinnati, Ohio

For the enclosed 10¢—please send me large-size trial cake of Woodbury's Facial Soap, Facial Cream and Powder, Cold Cream, treatment booklet, "*A Skin You Love to Touch*," and instructions for the new complete Woodbury "Facial." In Canada, The Andrew Jergens Co., Ltd., 1413 Sherbrooke Street, Perth, Ont.

*Name*_____

*Address*_____

*City*_____ *State*_____

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THREE SMART ELEMENTS OF A STAY-IN-TOWN WARDROBE

5325-5311 5326

5324

• FROCK No. 5324—Summer in town may be met coolly and smartly with this silk dress that may have long or short sleeves. Designed for sizes 13, 14, 16, 18, 20

• COAT No. 5326—An excellent coat for town or travelling is this flared tweed model with a belt and an unusual collar. Designed for sizes 13, 14, 16, 18, 20

• JACKET No. 5325 SKIRT No. 5311—A light coloured woollen jacket and a dark wool crêpe skirt combine in this town suit. Designed for sizes 14 to 20; skirt, 26 to 38

DESIGNS FOR PRACTICAL DRESSMAKING

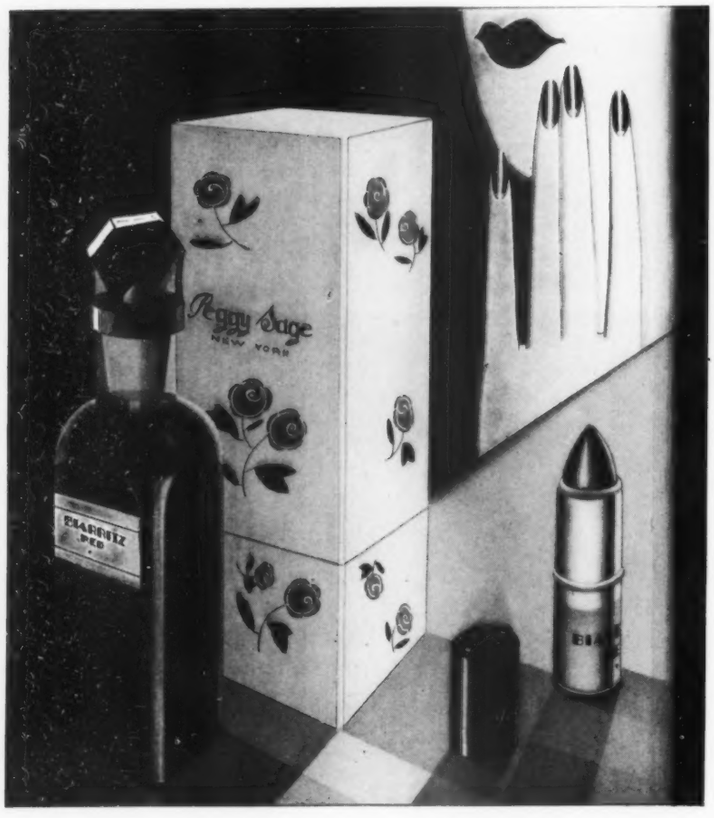
Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 15 North Jefferson Street, Chicago, Illinois, or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 16b

EVEN if you have the space in your luggage —honestly, can you spare the time this summer for those complicated Beauty Treatments? Cutting the hours you'd otherwise have to devote to an army of jars and bottles—letting you enjoy another set of tennis, another half hour of swimming, another nineteenth hole—a single jar of Pinaud's Cream compresses into one exquisite preparation all three vital aids to Beauty . . . cleansing, suppling, toning! A Cream that keeps your skin feeling buoyant and alive—a Cream that triumphs over sun and salt sea wind! Just smooth it on—then with plenty of clear water, *wash it away!* One generous jade green jar will last your whole vacation—or in tubes convenient for the week-end . . . PINAUD . . . PARIS—NEW YORK.

© PINAUD, 1930

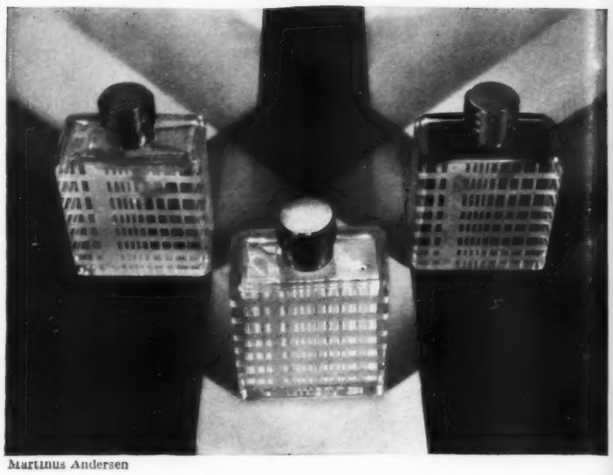
SMART! NEW! NAIL POLISHES AND LIPSTICKS TO MATCH

Peggy Sage . . . exclusively . . . brings you these smart twin products that exactly match in use. The red of lovely lips is chic . . its replica at your finger-tips is doubly chic. The season's smartest vogue . . . instantly accepted by the distinguished clientele of Peggy Sage's smart manicure salons. The matched nail polishes and lipsticks are now available in three approved shades.



Peggy Sage products for the care of the hands have long been known as the finest of their kind. Among the well-known Peggy Sage Nail Polishes are Pale, Medium, Rose Coral, Dark, Blood-Red, Jade Green, Sapphire Blue, Onyx, Amethyst, Pearl. These shades . . . as well as the matched products . . . may be seen at the Peggy Sage salons . . . at many other exclusive salons which use her products . . . and at the smartest cosmetic counters everywhere.

PEGGY SAGE
50 EAST 57TH ST.
NEW YORK CITY



Martinus Andersen

ON HER DRESSING-TABLE

TOILET preparations that we wish to use in the bathroom must ordinarily be consigned to the cabinet shelves, because of their generally utilitarian aspect. Madame Bertie, in introducing three new preparations intended for use in the bathroom, has provided for them containers so smart in appearance that they will enhance any bathroom or dressing-table they may adorn. One set of these bottles is illustrated in the photograph above; another is a Lalique design, and the preparations are also available in their original French containers, which are simple and distinctive. The first of this trio is very finely powdered bath salts, which are intended to soften as well as perfume the bath water. The second is a body oil to be used after the bath. This is a delightful, amber coloured liquid in which oil is suspended in an alcohol solution, so that the preparation is at once stimulating and softening to the skin, correcting the dryness that frequent summer bathing induces. Another pleasant feature is a bland fragrance that is not apparent until the oil comes into contact with the skin, which then retains a faint perfume long after the preparation has been applied. The third item is an eye tonic, cool, clear green in colour and possessed of seemingly magic properties for resting and refreshing the eyes. The Bertie vanity-case, that smart black case with diminutive gilt hinges, has recently been designed to include a compartment of lip-salve, as well as compact rouge and powder. The Bertie products can be purchased in many of the better stores throughout the country.

The new Bertie bath salts, body oil, and eye tonic are available in these smart modern bathroom bottles; from Jay-Thorpe

ACCESSORIES TO SUMMER BEAUTY

Dorothy Gray's most recent contributions to feminine loveliness are a triple vanity-case and a new eau de Cologne. The vanity-case has an amusing setback design, not unlike a small sky-scraper in shape. The Dorothy Gray blues appear in a design against a silver background, and the case opens to reveal a generous supply of powder and rouge and a small lipstick, which, despite its miniature size, is practical and easy to use. The mirror is conveniently double-faced, and the case is also available in double form, with the lipstick omitted. The eau de Cologne makes its appearance at a time when every woman wishes to have such a preparation included among her toilet requisites. It is excellently blended and leaves a fresh and delicate after-fragrance, with a light overtone of carnation in its scent. It is available in generous-sized bottles with screw tops in drug and department shops.

An interesting and thoroughly practical bit of equipment for the woman who takes her beauty rites seriously is the Contouré applicator. This device, which consists of a glass globe screwed into a composition handle, is designed as an aid in applying facial creams and lotions. After a cleansing or an emollient cream has been applied, the globe of the applicator is filled with hot water (which is easily accomplished by unscrewing the handle as directed) and passed over the face. The heat liquifies the cream so that it penetrates beneath the skin and serves to best advantage, either for cleansing or nourishing purposes. In giving yourself a light facial massage, this contrivance adds a professional touch. The smooth curve of the glass and the even heat are soothing and pleasant to the skin, and the curved sides of the applicator can be used beneath the eyes and around the corners of the nose most successfully. This is also effective when filled with ice-cold water, to use as an astringent in itself, or to increase the action of a finishing or astringent lotion. The applicator may be purchased at the toilet-goods counters in many department shops.

LIPS AND FINGER-TIPS

Finger-tips that complement your lips is the new slogan of Peggy Sage, an expert in all matters that pertain to the manicure. To carry out this theory, she has created three different sets of lipsticks and liquid polishes that match in colour, in light, dark, and medium shades. The lipstick, which is pointed in shape, a feature that proves of assistance in correctly shaping the colour to the contours of the lips, is of the light, smooth variety that will not cake, a quality that is especially to be appreciated in hot weather. The duplicating of these attractive shades on the lips by the tips of the fingers is an especially effective note with the light costumes of summer. The polishes and the lipsticks, together with every variety of manicure preparation, may be purchased in the Peggy Sage New York and resort salons and in many of the better shops.

"Shalimar," the Guerlain perfume beloved of so many, is for the first time presented in a smaller size, and at a correspondingly smaller price. It is in the same graceful, urn-shaped flacon with the same incomparable fragrance and can be purchased in all of the places where Guerlain products are sold.

Here's Economy

You get wonderful results with **Listerine Tooth Paste**—and it costs but 25¢ the large tube.

Look out, Europe, *here she comes!*

This is Mildred on her way to Europe—attractive, capable, the secretary of a well-known business man in Albany. She has forgotten the sacrifices necessary to make this trip possible; the lunches she didn't eat; the little things she went without. They are all behind now. Europe and romance lie ahead.

There will be nice men on the boat who will dance with her again and again—so she thinks. *But she is mistaken. They will only dance once.*

There will be gay little bridge parties bright with badinage and the exchange of wit. *Sure there will—but she won't be included.*

Perhaps some attractive man will walk the moonlit decks with her and, recognizing the qualities that make her one woman out of a hundred, will ask her to marry him. Perhaps he will—*but the chances are against it.*

If you have ever come face to face with a real case of halitosis (unpleasant breath) you can understand how it might well be an obstacle to pleasant business, professional, and social relations. It is the unforgivable social fault.

The insidious thing about halitosis is that you never know when you have it. It does not announce itself to the victim. Important to remember also, is the fact that few people escape it entirely. That is because every day in any normal mouth, conditions capable of causing halitosis are likely to arise.

Common causes are: stomach derangements due to excesses of eating or drinking, fermenting food particles in the mouth, defective or decaying teeth, pyorrhea, catarrh, and infections of the nose, mouth or throat.

The pleasant way to put your breath beyond suspicion, is to rinse the mouth with full strength Listerine, the safe antiseptic. Every morning. Every night. And between times before meeting others.

Since it is antiseptic, full strength Listerine checks food fermentation. It is also a remarkable germicide* which attacks infection from which odors spring. Finally, being a deodorant, it destroys the odors themselves, leaving both mouth and breath fresh, sweet, and clean.

Keep Listerine handy in home and office, and drop a bottle in your bag when travelling. It puts you on the safe side; makes you acceptable to others. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.

• • •

***Though safe to use in any body cavity, full strength Listerine kills even the resistant Staphylococcus Aureus (pus) and Bacillus Typhosus (typhoid) germs in counts ranging to 200,000,000 in 15 seconds. (Fastest time science has accurately recorded.)**

Iced! DAINTIES

AS EVERY clever hostess knows, the lively sparkle of crystal and ice works wonders in reviving heat-jaded appetites and bringing new charm and freshness to summer tables.

Here are crystal containers, cleverly designed with a separate ice compartment, that foods may be displayed more daintily and served more temptingly.

Picture these lovely transparent dishes on *your* table, filled with luscious fruits, appetizing hors d'oeuvres and freshly cracked ice—reflecting prismatic jewels from the sunshine, or agleam with the glitter and sparkle of candlelight.

As refreshing as crisp napery and newly cut flowers, these pieces are doubly interesting to discerning hostesses because they are exclusive with the House of Plummer.

Illustrated above is a circular crystal Hors D'Oeuvre Dish, our own creation. It has 4 individual trays and compartment for ice—$20 . . . A Fruit Cooler with flare-shaped bowl and inner lining for iced fruits—$16 . . . An all-glass Ice Tub—$10.

MAIL ORDERS PROMPTLY FILLED

Wm. H. PLUMMER & Co. Ltd.

IMPORTERS OF

Modern and Antique China and Glass

7 & 9 East 35th Street, New York

Near Fifth Avenue

NEW HAVEN, CONN.
954 Chapel Street

HARTFORD, CONN.
256 Farmington Ave.

ACCESSORIES TO MIDSUMMER COOLNESS

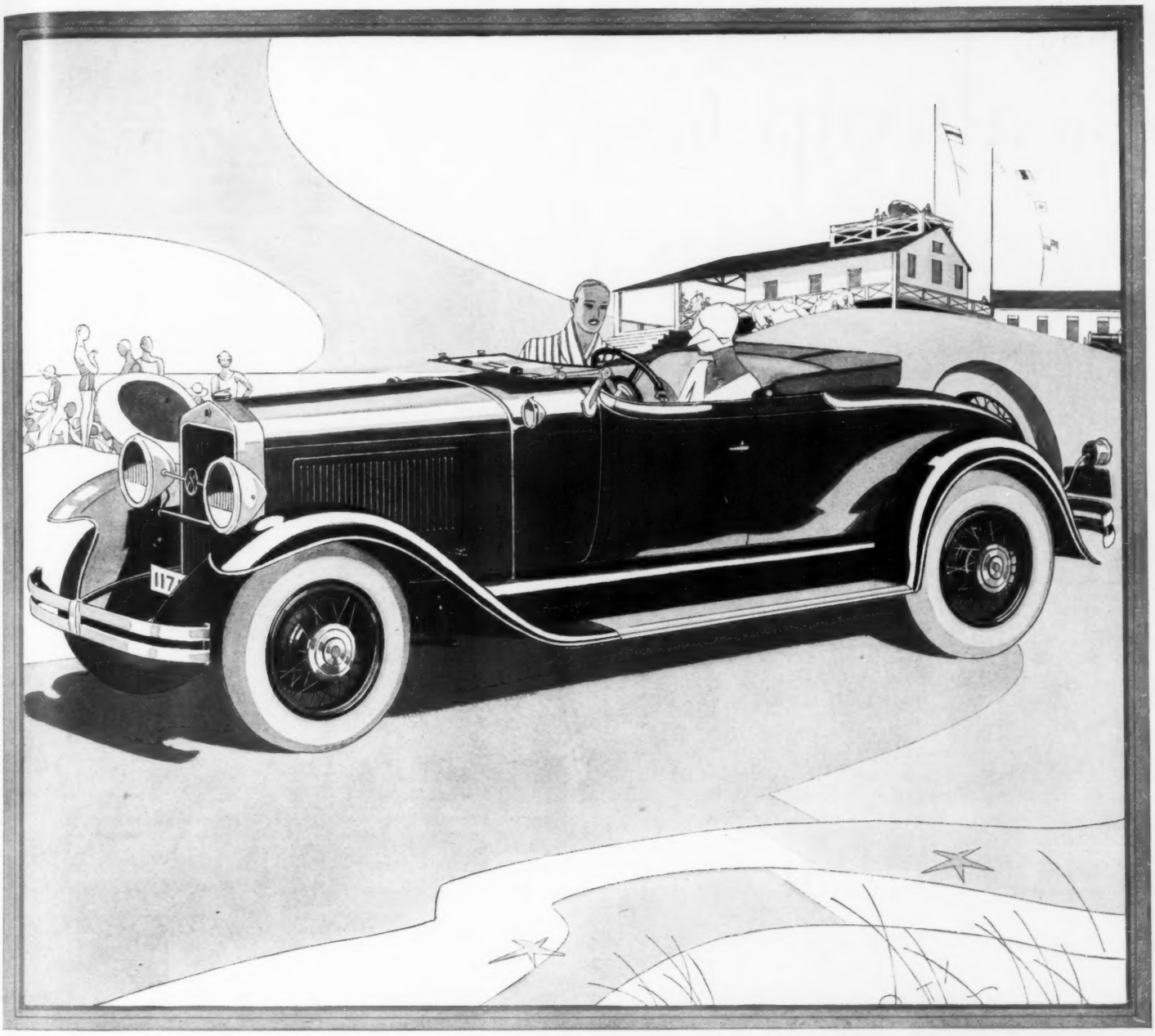
COMBINATION No. 5321--(Below) Combination with brassière top. Designed for sizes 14 to 46

NIGHTGOWN No. 5330—This voile gown has the new puff sleeves. Designed for sizes 32 to 44

LOUNGING PYJAMA No.5331—One-piece pyjamas with wide trousers; sleeves optional; 14 to 44

BATHING-ENSEMBLE No. 5293—Printed crêpe; cape, shorts, and suit. Designed for sizes 32 to 42

BATHING-ENSEMBLE No. 5293—The suit of this three-piece ensemble has a skirt with inverted pleats



Studebaker Commander Eight Regal Roadster, for four . . . five wire wheels standard equipment

When you buy an Eight . . . as you will . . . choose a Champion! Inevitably, you will buy an Eight —if, indeed, you do not already own one. Choose a seasoned Champion when you buy . . . one of Studebaker's three great Eights, which hold more American stock car records than all other makes combined. Studebaker's famous achievement—30,000 miles in 26,326 minutes elapsed time—has stood since August, 1928, *the official world's record*, unapproached. More than 100,000 Studebaker Champion Eights roll the roads today. When a champion costs no more to drive or to own, why accept less for your money?

STUDEBAKER

Builder of Champions

you always have time to use MUM

MUM is applied in a moment!

Its protection lasts for hours.

A dab of snowy cream beneath the arms - - or anywhere there's need to guard against body odor - - and you're ready to go! No waiting. Nothing to dry. Mum doesn't even leave the skin greasy.

That's the secret of its wide popularity; no inconvenience, no discomfort, no danger in its constant use. It cannot irritate the most sensitive skin. It cannot injure the most delicate fabric.

Make the use of this delightful deodorant a regular part of your toilette. Morning and evening. Every day. Know the comfort of permanent protection!

And what complete protection! Mum neutralizes every vestige of odor. The moment Mum is applied, all odor is gone. For convincing proof of this, just try Mum on the sanitary napkin. This important use of Mum makes a woman sure of herself at all times.

Mum brings comfort and security for which most women would pay any price. Yet it costs least of anything on your dressing table! Only 35c and 60c at all toilet goods counters. Mum Mfg Co., N. Y.

A WARDROBE FOR BUSINESS

(Continued from page 64)

possibly have. Every article of clothing is necessary, and the plan is workable all the year round.

A business woman's wardrobe should be divided into three parts: Day clothes (from nine o'clock in the morning until seven o'clock at night, and even later, if necessary); sports clothes (for town, motoring, and country week-ends); evening clothes (both formal and informal), and necessary luxuries and extras, for a fillip.

DAY CLOTHES

Summer clothes for town are uppermost in one's mind at the moment. What to wear to the office on blazing summer days is a problem; it must be something that will look cool and charming and yet be simple enough not to need infinite care. The shops are filled with suitable types of hot-weather clothes just now—as you may see from the illustrations on pages 64 and 65. Silk suits with a galaxy of blouses, sleeveless and otherwise, are extremely smart, but my leanings for midsummer are more toward a crêpe dress and jacket—the dress with a short sleeve, if possible, so that it may be worn without the jacket on the hottest days. We seem to be out at the elbows, this season, but gloves, six-button or longer and smartly wrinkled, are essential to chic. A printed crêpe dress and suit or jacket ensemble are the mainstays of a midsummer wardrobe. For the most wilting days, a cotton dress in navy-blue, brown, or black-and-white is very useful. Either of the straw hats shown on page 64 would be suitable to wear with these dresses or a suit, and the hats are light-weight enough to be comfortable.

Plain crêpe has a distinction all its own, this season, and, if possible, do include a silk suit like the grey one shown on page 65. This may look simple and businesslike with a handkerchief linen blouse or more formal with a matching crêpe blouse. These four costumes may be changed about as to plain or printed fabrics, but do select these types if you wish to be essentially of this season.

Nor have I forgotten your summer resort clothes. These are necessary luxuries, for they can only be worn for this one purpose and then must be put away until next summer. For this reason, let me warn you to have only the smartest and simplest of little dresses that will stand service for two seasons, because they rarely ever wear out during the first summer vacation, and, if they are of good material and good cut, they should stand in good stead for at least two years. Some interesting suggestions for sports clothes are found on page 69. Have only traditional summer sports shoes in brown-and-white, the simplest of straw hats, and a white coat.

It is sometimes said that one can get along with but a single coat in a wardrobe. I have never found this to be true; in fact, I find it impossible, in an active life, to get along with less than three of them—a tweed, a day coat, and, of course, a formal evening coat. The day coat should be of a conservative colour (it, too, should be chosen with the thought in mind that it must be worn more than one season), and it should be of the very best material, preferably without a pattern or an almost invisible one. Select a dark cloth, either smooth or one of the pebbly surfaced ones that are so new; don't trim the coat too lavishly with fur; and don't let it be too complicated in cut. Remember that this coat must look correct at nine o'clock in the morning and still be smart enough to wear to dinner at night, if necessary. I find it most advisable to have a set of accessories to go expressly with the coat: a simple, yet smart hat, plain pumps, a plain antelope or leather bag, beige suède pull-on gloves, and stockings to match the gloves or of a slightly darker sunburn tone.

If the coat is black or in a colour—such as dark brown, dark green, or dark blue—,you should have at least one dress of silk or light-weight woollen to match the coat in colour in order to complete the ensemble. Here again, you can add as many dresses with hats to match as you need. They should be simple, but smart and in colours that either harmonize or contrast with your day coat. A skirt to match the coat, with two or three tuck-in blouses, is another excellent means of providing changes of costume. And all the "do's" and "don'ts" listed under sports clothes apply to the day clothes, as well.

Thus far, I have had in mind only those clothes that are appropriate for business wear. I have not forgotten that you need a more formal costume that may be worn to the office and still be appropriate for luncheon or tea or for restaurant dining and the theatre in town. Though I do not feel that a skirt and blouse is ever as formal as a dress, a skirt to match your coat and a blouse of formal fabric and cut would be in good taste for such occasions. If you prefer to have a dress to serve this purpose, it may, of course, be more elaborate than the dresses you wear every day to the the office, but, knowing your good sense, I hardly have to tell you, do I?, that this special dress should not be absolutely sleeveless, it should not have a jagged hem-line, it should not have too many fluffy ruffles and lace trimmings, if any. If you want to have a fluffy ruffle dress for Sunday evening bridge, don't wear it to the office!

With this more formal attire, you will need, of course, a slightly more elaborate hat, longer pull-on gloves in cream, flesh, or pale beige tones, dark flesh coloured silk stockings, afternoon bag, and one-strap or plain high-heeled pumps of patent leather or suède—never satin ones, of course.

SPORTS CLOTHES

One's life and wardrobe are absolutely incomplete without a tweed coat. Rain or shine, it serves for town, motoring, travelling, country, and active sports wear. It may be fur-trimmed or not, as you wish, and in choosing your tweed, please keep in mind that you undoubtedly are going to wear the coat for more than one season and that, consequently, it must be of a pattern and of a colour that are not only becoming, but of which you will not quickly tire. The Vionnet wrap-around tweed coat shown in the June 21 issue of Vogue, on page 64, is an excellent example, which would last you at least two seasons.

With your tweed coat, it is advisable to have a skirt of a tweed either to match or harmonize. In town, you can wear with this skirt tuck-in or outside blouses of crêpe de Chine, exotic silk (such as shantung or tussur), or jersey. For your week-ends in the country or for motoring, you can wear with the skirt knitted wool or Angora sweaters or cardigans in colours to match one or more of the colours of the tweed. (Continued on page 82)

LUXURIOUS TRANSPORTATION

With the invention of the jinrikisha the aristocracy of Nippon turned from the carrier-borne *norimono* and *kago* to the silent, swift and more luxurious wheeled vehicle

Packard owners keep their cars—far longer, both in months and miles, than do owners of less distinguished vehicles of like size. For Packard not only builds long-lived cars, but preserves the characteristic beauty of their design.

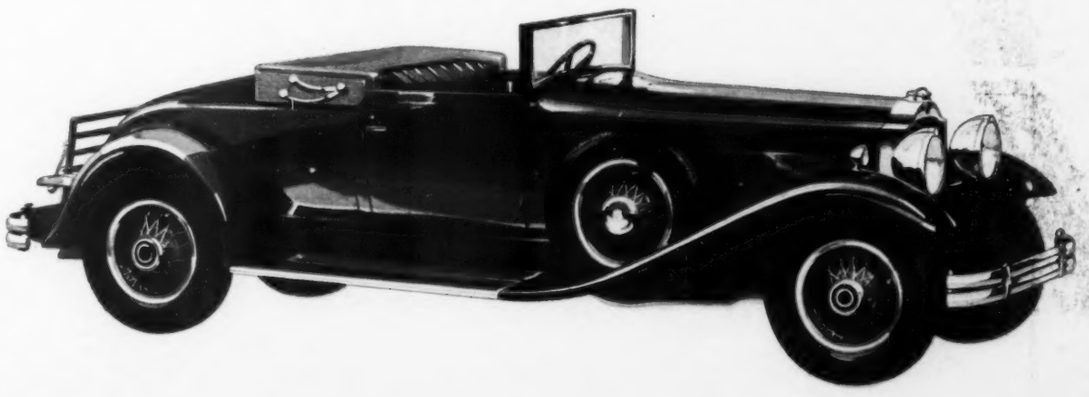
Everyone knows that motor car depreciation results more from outmoded appearance than from outworn mechanism. And that depreciation is the one great item of ownership expense. The Packard owner knows that the beauty of his car remains ever modern—that by keeping his Packard a little longer, he enjoys *luxurious transportation* at ordinary car cost.

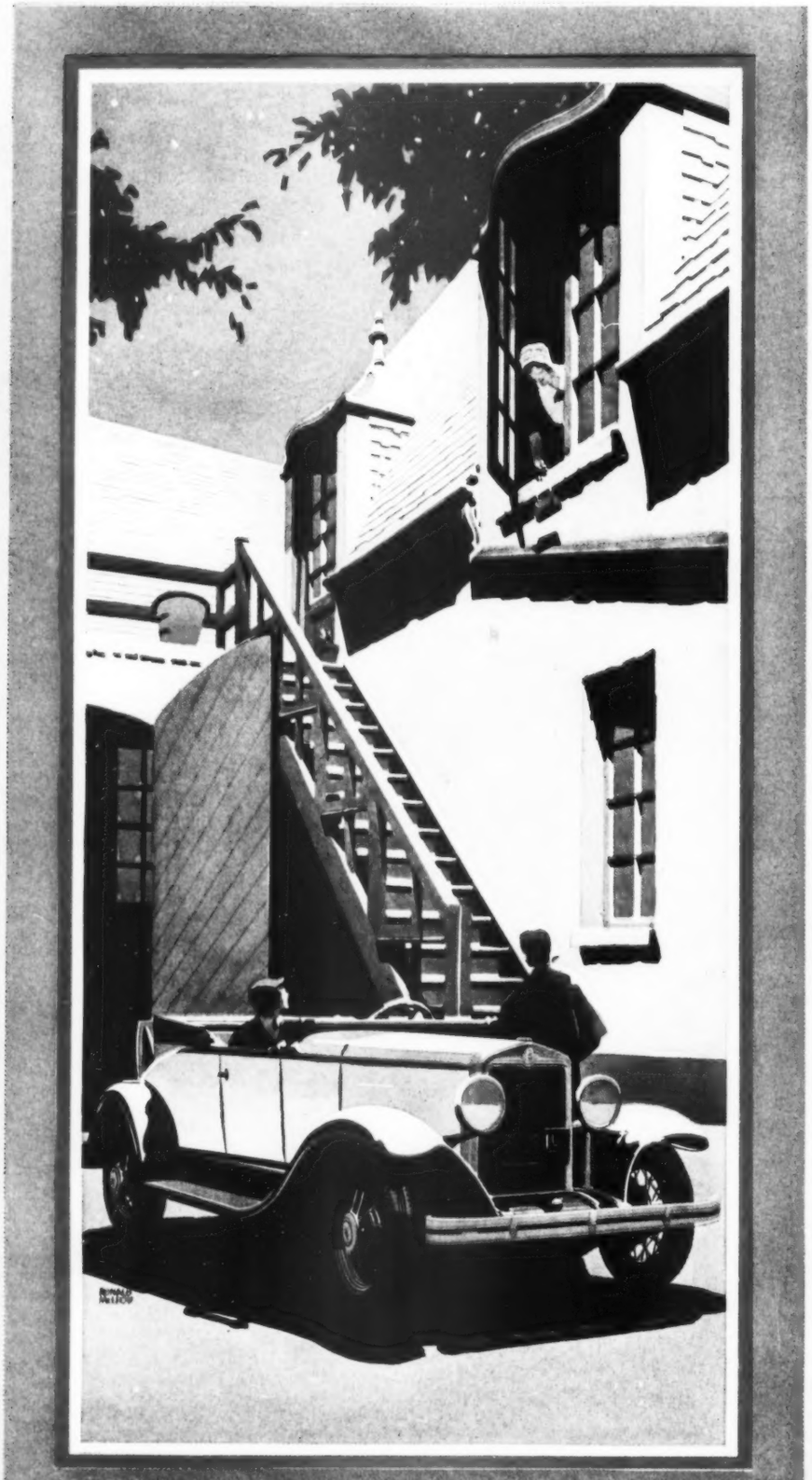
Packard cars today are finer, more luxurious than ever. Packard constantly betters, constantly refines. But Packard improvement is evolutionary, not revolutionary. A Packard today is a Packard tomorrow—in beauty, in comfort and in distinction.

Three complete lines of the luxurious Packard Eight are now available—Standard, Custom and De Luxe—at factory prices from $2025 upward. Popular in each line is the smart Convertible Coupe illustrated below on the De Luxe chassis.

PACKARD

ASK THE MAN WHO OWNS ONE





The price of the Chevrolet 6-cylinder Sport Roadster is $555 at the Flint factory. Its lines are low and strikingly graceful, emphasized by wire wheels with large ornamental hub caps. The top and windshield both fold easily and the spacious rumble seat affords accommodation for an extra couple.

It's wise to choose a Six!

for Economical Transportation

CHEVROLET

"..by the company it keeps"

Because motor cars, like people, are known by the company they keep, there is something significant in the vogue of the Chevrolet Six among those whose taste and discrimination are never subject to question.

To be sure, this indicates that Chevrolet provides in full measure those qualities of dependability, handling ease and smoothness which every fine motor car must possess.

But even more important, it reveals the unusual degree of Chevrolet smartness and bespeaks the distinction of Chevrolet beauty.

Of course, it is true that no car regardless of how little it costs should ever be chosen on the basis of appearance alone. Yet how satisfying it is, when you drive a Chevrolet Six, to know it combines with outstanding performance, the style of the finest and costliest cars!

Open Models, $495 and $555. Closed Models, $565 to $725, f. o. b. factory, Flint, Michigan.

CHEVROLET MOTOR COMPANY
DETROIT, MICH.
Division of General Motors Corporation

CHEVROLET SIX

POSED BY NAOMI JOHNSON

DOBBS - Fifth Avenue - New York

NEW YORK'S LEADING HATTERS

The Dobbs LORNA *of featherlight felt has the exclusive air of a custom made hat — a new feature introduced by* Dobbs! *A pert little bow placed high on the crown gives a piquant touch of youthful charm. A brilliant array of colorings in every headsize — $17.50*

Exclusive Representatives for Dobbs Hats *in most of the Principal Cities*

AN IMPORTED FABRIC

Cameldown

REG. U.S. PAT. OFF.

SOFT · SUMPTUOUS
FLATTERING

The smartest companion for Sport and Travel . . . a luxurious necessity at home and abroad . . . a Coat to go with you wherever you go! At your favorite shop.

DEL MONTE-HICKEY
NEW YORK

IN CANADA . . GOULD—SAMUEL & CO · MONTREAL

A WARDROBE FOR BUSINESS

(Continued from page 80)

For practical purposes, I find it is best to have a hat either to match the fur on the coat or repeat the dominating colour of the tweed or match the scarf or blouse. For town, your shoes should be Oxfords, Richelieus, one-strap or plain pumps; medium or high solid leather heels look best with tweeds. The only trimming allowable is a bit of stitching or broguing. Your bag should be of leather to match the shoes. Gloves—beige or light brown washable suède or antelope pull-ons. Stockings—silk or thin lisle in beiges and sunburn tones.

For the country, you should have low-heeled walking shoes, light brown, hand-stitched, washable antelope pull-on gloves, and lisle or light-weight wool stockings in the darker sunburn tones. A beret is serviceable, and attractive ones are made of tweed to match the coat. A woollen or knitted scarf is a necessity.

For town wear, you should have one dress, at least, either to match or harmonize with the dominating colour of the tweed of your coat. This dress may be of tweed to match or of light-weight woollen, jersey, or silk. The extra dresses to go under this coat should harmonize with or match the tweed, and, if you have hats to match these dresses in colour, they, too, will be correct in colour when you have your coat on. If you watch your colour scheme carefully, it will be possible to interchange hats and dresses and thus have several different costumes. However, one word of warning: It is wisest to keep your outfits for sports and day wear separate.

In the evening, a good warm coat is a necessity for winter. You will find that it will be much more useful and convenient if it is made along the most conservative lines and of a not too elaborate material, for thus it can serve for several seasons. Vogue designs offer a large selection of this type, not too extreme in any way, and you will find them very useful, especially if you already have the fur yourself. In midsummer, the evening wrap may be very inexpensive, an unlined crêpe jacket or chiffon wrap.

I have already mentioned a dress for Sunday evening bridge. The more formal dress recommended under day clothes is appropriate for this purpose, but it is also well to have an informal evening dress for small dinners with bridge afterwards in the houses of friends. I find most appropriate a simple dress of black georgette, chiffon, or heavy crêpe with the new longer hem-line, and, with this dress, I wear a short jacket to match. Such a jacket dress is also correct to wear for formal restaurant dining in town when one expects to go to the theatre and a cabaret afterwards. With it may be worn a dinner-hat, black satin or crêpe de Chine pumps, and cream elbow-length pull-on gloves.

And, of course, you need a formal evening dress. If you would profit by my experience, you would not have it so elaborate or so definitely "dated" that it could not serve for second-best later! Of course, its colour must go well with that of your evening coat. The pastel Augusta-bernard crêpe evening dresses shown in the May 24 issue of Vogue have the simplicity and dignity of line that will not disappear with the current season. Then you need pumps to match or contrast with the dress, elbow-length gloves, silk stockings in a sunburned shade, and a bag of velvet, crêpe de Chine, or lovely old brocade.

These basic necessities apply to both the summer and the winter. If you live in New York with its extremes of weather, you need two sets of sports, day, and evening clothes, one of winter weight and the other of summer weight. If you are lucky enough to be living in Florida or in California, I should say that only one complete set of these clothes need serve you all the year around. I have kept in mind the rigours of northern climates and suggest, as necessary luxuries for the winter, a sports fur coat, light-weight woollen blouses, a woollen scarf for winter and a silk one for summer. For spring or autumn, one might add a tailored or dressmaker suit of men's suiting, light-weight woollen, or lacy tweed, with tuck-in blouses of silk or linen.

Your clothes for active sports wear—tennis, golf, and horseback riding—must be considered, but these I leave to your own good discretion and good taste.

You may have your sports, but I wager that you like to lounge around after a day's work as well as I do, and, for this purpose, lounging pyjamas of shantung in rather darkish colours are my favourites. Perhaps, you prefer a nice woolly robe or a padded one. I like my pyjamas of dark materials, for then I don't feel so *en négligé* if some one drops in of an evening to see me.

I have given you the minimum necessities for every demand of your life—no matter what the occasion, you will have on hand the correct thing to wear. Don't get anything more than you absolutely need, but always get the best. It pays in the end, both in wear and in self-respect.

G. T.

VOGUE SPEAKS FROM THE SCREEN

(Continued from page 56)

cities listed below. In each of these cities, the clothes themselves are simultaneously featured in one of the smart shops, the names of which are also listed below, so that admiration for a pictured model may be followed by an immediate purchase, whether the admirer lives in New York or Tacoma.

CITY	THEATRE	STORE
New York	Paramount	Saks-Fifth Avenue Saks-Thirty-Fourth Street
Bridgeport, Conn.	Cameo	The D. M. Read Company
Chicago, Ill.	Chicago	Saks-Fifth Avenue
Dallas, Texas	Melba	Neiman-Marcus Company
Denver, Col.	Aladdin	Denver Dry Goods Company
Portland, Oregon	Fox Broadway	Meier and Frank
Tacoma, Wash.	Rialto	Lou Johnson
Washington, D. C.	Fox	Schwab, Inc.

"Nacrée" "Sèverose"

FASCINATING NEW COMPLEXION SHADES

LES POUDRES COTY

Coty conceives two entirely new Face Powder tones, in spirit with the fashion trend to vivid colour—"Nacrée"—translucent, pearly—"Sèverose"—radiantly warm. With their creation, Coty rounds out the scale of tone harmony in beauty and sets the vogue of infinite variety in loveliness. For now you can wear any colour in the smart spectrum and make it exquisitely becoming, simply by using the appropriate tones of LES POUDRES COTY. Twelve perfect flesh-tones harmonize every complexion type to every hue of the mode.

TWELVE PERFECT SHADES Blanche Naturelle Nacrée Rose No. 1 Rose No. 2 Mauve Rachel No. 1 Rachel No. 2 Sèverose Ocre-Rose Ocre Cotytan

The fascinating new booklet—"Diversity in Beauty" Coty guides your choice of the individual shades appropriate for your type, for your style of gown, and for your favourite colours. Sent upon request. Coty, 714 Fifth Avenue, N. Y.—Place Vendome, Paris

HOW TO WASH

your new dull sheer hosiery

Silk-Eze is a new beauty soap for hosiery and lingerie. It does to them what cold cream does to your face. It cleanses, freshens and preserves their original beauty. It will preserve the lusterless finish of your dull, sheer new hosiery absolutely unchanged.

Silk-Eze is made by a secret formula containing ingredients lacking in ordinary soaps. It therefore washes all silks, rayons, woolens and elastic things quickly, easily and without weakening the original strength of the fibres or affecting the finish.

One tablespoon in a bowl of tepid water will wash up to five pounds of clothes. It dissolves instantly and the minute you feel the lovely softness of the water on your hands you know how kind it will be to your garments.

Take Silk-Eze with you this summer when you travel for it dissolves in any water and solves the problem of keeping your hosiery and underwear as fresh and lovely as when you bought them.

Write for descriptive folder.

SILK-EZE Corp.

441 D STREET, BOSTON

25c at the hosiery counters in the better department stores.

MIDSUMMER CHIC

(Continued from page 68)

of all types of tennis clothes, such as flannel skirts that are very smart with jersey polo shirts and piqué skirts with cotton mesh polo shirts. I invested in them wisely, if not too well for my bank-account—, cotton is so smart on the courts and, really, I think, the most practical for midsummer. At Saks-Fifth Avenue, I found a divine sleeveless model in white cotton piqué with a square neck-line and buttons all the way down the front, and it had such a lovely little price tag! These are really the only sleeveless dresses I bought—everything else seems to have short sleeves above the elbows. I think they look newest this year. For tennis, I like a sleeveless dress next best to a sweater and skirt. I ordered four and an alluring new knitted cardigan—very sporty—, which I found at Saks to wear over the white dresses, and a light-weight yellow Angora cardigan at Stern's. Macy has entrancing striped sleeveless cotton shirts to wear with white skirts or with matching skirts for tennis. Instead of my usual sneakers this year, I found, at Lord and Taylor, laced canvas shoes with gum soles that don't slip off my heels. Spurred on by the moderate prices of these, I felt justified in so many tennis clothes.

"Next, I searched for golf dresses. Best are featuring short-sleeved tuck-in golf dresses of dull silk jacquard shirting and end-to-end cotton sudanette, different from the plain sudanette of last season, with a dull silky appearance. These shirt-waist effect, tailored dresses are too smart for words. Cotton madras shirting golf dresses at Saks-Fifth Avenue tempted me sorely—especially the one-piece model with a mannish collar and ties, yet oh so feminine! At Stern's, I found short, one-button, white chamois gloves that I bought with avidity; I have innumerable pull-on gloves, and these look very smart for driving with my white coat. To wear with every-day cotton or linen dresses, I bought, also at Stern's, white chamoisette pull-on gloves and a sweet black leather and white piqué belt.

HATS OFF

"As to hats, they say that even Mademoiselle Chanel goes without a hat everywhere now, but that does not influence me—I find an all 'round sports hat essential, with a smallish brim. Saks-Fifth Avenue has a stitched linen model that is made in every colour under the sun. The white berets of stringy crochet at Saks-Fifth Avenue are new and chic. Best has a cloche-shaped panama with very narrow patent leather belts that buckle—in all colours.

"Aside from the indispensable brown-and-white pumps, startling things are being done with fabric shoes that may be worn very successfully with crêpe dresses. Stern has an excellent pump in Tosca, a linen fabric with faille-like surface, which may be dyed to suit your fancy.

"Bonwit Teller showed me a white coat, and, from the moment I first saw it, I was lost. Every summer wardrobe needs a coat to wear over sports clothes, and an all-white coat seems to me the most useful. It is hard to find anything new in sports coats, but this model has that perfectly fitted look with a slight flare. It was belted only in the front—, not extreme—, a model that should be good for several seasons. And that is really all."

"I'm devoured with a sinful desire to go and buy all these things, too," remarked Anita. "Things for the house and garden have been occupying my mind so exclusively all day that the thought of clothes has all the charm of novelty."

Sybil lighted another cigarette. "Tell me every word. I have to go and do likewise next week or as soon as I recuperate from to-day, and I haven't the faintest idea where to begin."

"Well, I am the original pathfinder as far as house and garden are concerned, or, at least, I feel like it after to-day."

Anita in turn delved in her purse and emerged with a list that rivalled Sybil's for general messiness and an air of hard usage.

FOR THE HOUSE

"Under the heading 'house,'" she announced, "I drearily wrote picnic baskets this morning, with a vision of being shown horrors. But far from it, my dear. I was torn between a plain wicker hamper at Vendôme's and another fitted wicker one at Lewis and Conger's. In fact, I postponed the decision and had them both sent home! Another discovery was a sweet little English tea-basket—tiny and useful.

"Next, I wrote 'linen,' and what linen I found! Enchanting French printed handkerchief linen luncheon sets at McCutcheon with beguiling flower designs, organdie sets at Lord and Taylor, cool looking as ice, and sets at Mosse with amusing eyelet embroidery. I'm going to give a luncheon every day to show off my linen.

"'Games' came next on the list. Did you ever think what a tremendous psychological effect a lot of games, ready to be played, have on the success of a party? They look so inviting. I found superb cork-topped tables for backgammon at my beloved Hammacher-Schlemmer. And a triumph of ingenuity is the weather-proof table for playing ping-pong outdoors that I got at Macy's. I've a deck tennis court on the lower terrace, and, with dozens of placid games like checkers and parchesi, and the inevitable bridge and poker, I'm all set for the hot weather. By the way, will you come over to lunch on Sunday? You can play pokerette, a version of poker just made for lazy people like you, and it will give you a chance to wear your new white crêpe dress."

Anita stopped for breath and powdered her nose.

"At Macy's, I found a marvellous wedding present for Gardner and Joan. Sea-going china for their yacht. Macy has just got them in this year. I was torn between that and a breakfast set of plain English earthenware with three initials in colour. But I'm having two fascinating flags put on the yacht china, in Gardner's colours, which should charm him. I found an imported scalloped cotton sunshade that's unbelievably adjustable—you can fasten it on any type of garden furniture, and the colours are delightful."

"Where?" asked Sybil with interest.

"Hammacher-Schlemmer again.

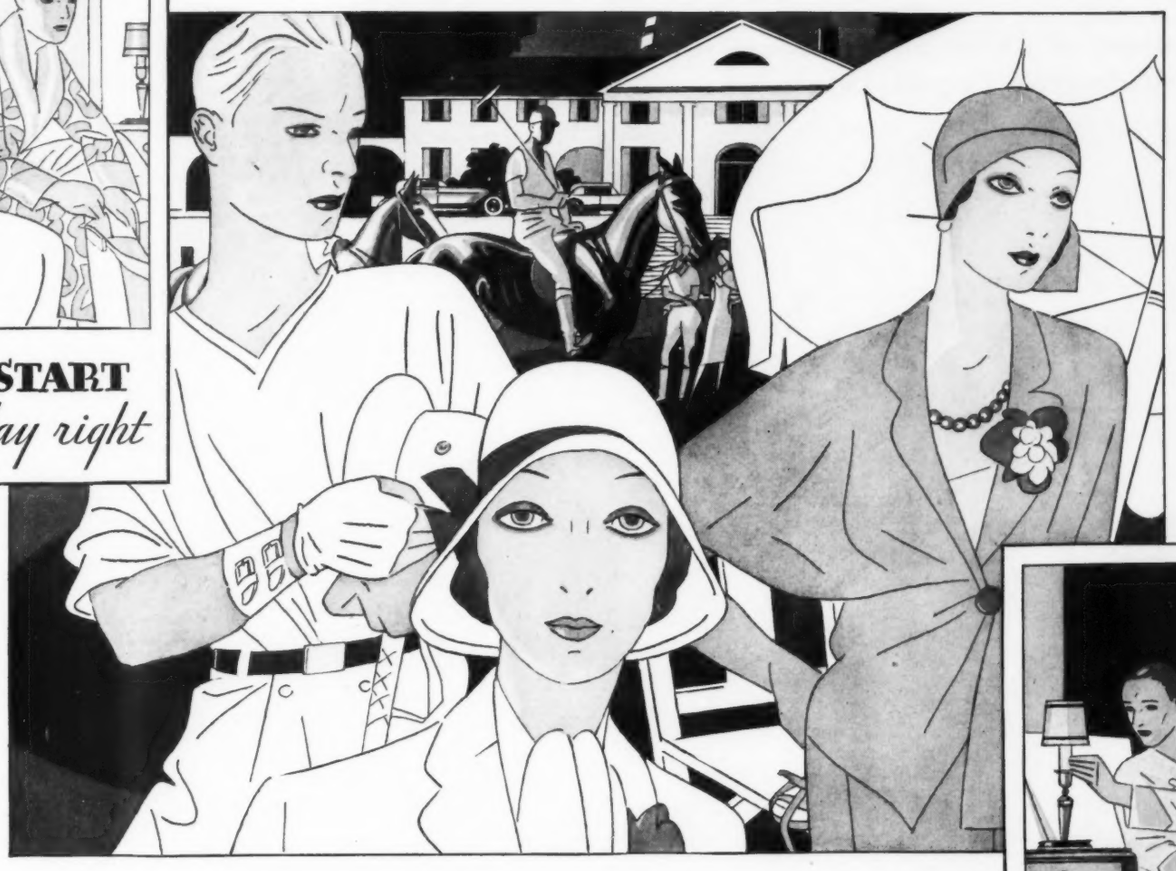
"I'll be a vision when I do my own grubbing in the garden. I found, at Lord and Taylor, some mechanic's overalls in shantung that tie at the ankle, with a striped shirting jacket, and an enticing rough straw hat a mile wide. I know I'll want to wear it and shock my grande dame mother-in-law to whom trousers are still—still, my dear—as masculine as beards.

"Well that's all. We seem to be the title characters in a play called 'They Got What They Wanted!'"

She lighted another cigarette while Sybil paid the check.

And so they went home and lived happily all summer.

TO START
the day right



TO END
it perfectly

The smartest Town *and* Country Clubs *make beds luxuriously comfortable with* WAMSUTTA PERCALE

ABSECON, N. J., *Sea View Golf Club* ★ ★ BOSTON, *Algonquin Club, Somerset Club* ★ ★ GLEN COVE, L. I., *Nassau Country Club* ★ ★ LENOX, MASS., *Lenox Club, Wyndhurst Club* ★ ★ MONTCLAIR, N. J., *Montclair Golf Club* NARRAGANSETT PIER, *Dunes Club* ★ ★ POUGHKEEPSIE, *Vassar Alumnae House* ★ ★ TUXEDO, *Tuxedo Club* WILLOW GROVE, PA., *Huntington Valley Country Club*

CLUBS like these are not chiefly concerned with economizing when they furnish their beds with Wamsutta Percale sheets and pillow cases. They are more interested in making sure that their guests will sleep as comfortably as possible.

It doesn't matter so much to a house committee that the strength of Wamsutta Percale will show them a tidy saving on replacements — and that its lightness will reduce their laundry bills.

These, however, are considerations which *do* appeal to thrifty housewives, like yourself, who buy more Wamsutta Percale sheets and pillow cases — year in and year out — than all the smart clubs and big hotels put together.

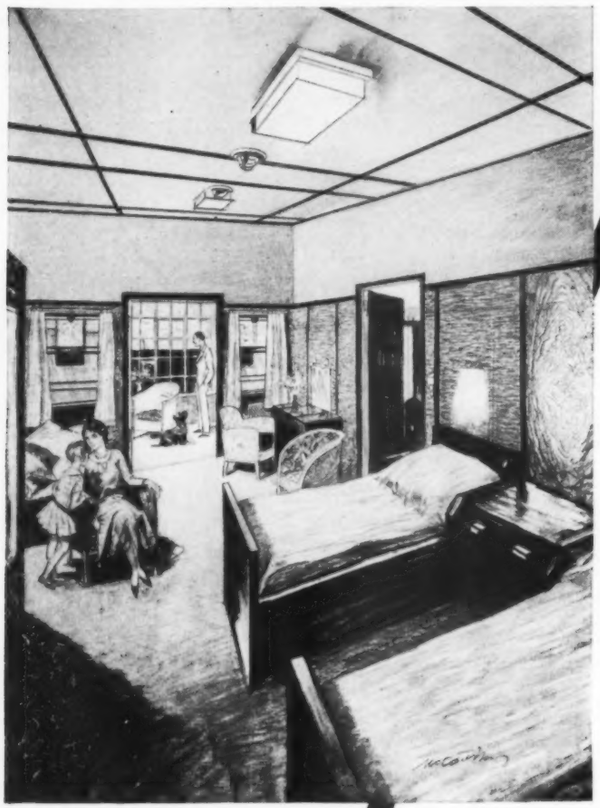
WAMSUTTA MILLS, *Founded 1846,* New Bedford, Massachusetts

RIDLEY WATTS & CO., *Selling Agents,* 44 Leonard St., New York

WAMSUTTA PERCALE WAMSUTTA PERCALE SHEETS AND PILLOW CASES THE FINEST OF COTTONS SHEETS & PILLOW CASES

a New Paris

Modernism of décor and comfort carried out to a degree impossible a year ago



Individual private sun-deck cabin of "Paris"

Across the "longest gang-plank in the world" to the

"France"
July 3 - 25

. . .

"Ile de France"
July 11 - August 1

. . .

"Paris"
July 18 - Aug. 16

THE New *"PARIS"* with private sun-deck cabins, large alcove trunk space, bath, separate lavatory, enormous French windows to a private glass-enclosed deck . . . new crystal smoking room . . . illuminated dance floor of the salon mixte . . . sun-terrace with its sidewalk café is even as smart, comfortable and entertaining as the *"Ile de France,"* acclaimed by eminent art critics as the superlative note in art and decoration afloat » » Its inimitable cuisine and service more than sustained » » Re-engined for speed and manned by Breton seamen, whose ancestors tamed the Atlantic before Columbus.

5½ days to Plymouth, England

by de luxe weekly express service . . . a waiting express for London . . . a few hours later the covered pier at Havre . . . three hours, Paris » » The new *"Lafayette,"* the *"De Grasse"* and *"Rochambeau"* form a cabin fleet that makes economy smart.

French Line

Information from any authorized French Line Agent or write to 19 State St., New York

PENTHOUSE PARTIES

(Continued from page 61)

neither for the whisk of a broom nor for an eight-hour day, but for a biddable worker, who would come each morning for a short time, leaving all in a cleanly and glossy state, which, I assure you, is a difficult accomplishment on city roofs! Behold! at last, the transformation! A goddess in trailing robes gathers no dust as she passes! On the back of the roof, a large box was built with a door at each end, and in it, each night, wicker chairs, small tables, and cushions are put away, for, to use large and cumbersome chairs and couches on an open terrace, is most impractical.

One evening in early June, during the time of adjustment to terrace living, a table was spread for dinner. On it, among other things, was a pair of tall, colourful, flower-filled vases. As the hour drew near for the guests to arrive, an ominous chill crept through the open doorway. Peering out, I was aghast to see a clinging mist drifting in from the East River, bringing with it an obstreperous wind, which set the tall vases toppling and the wispy table-cover damply fluttering. This minor disaster put an end to that form of terrace dining. Since then, each guest has a tray of papier-mâché, of a variety sufficiently light to carry, which is placed before each person on an individual table, just before dinner is served. Three courses —or, if a fourth is wished, a melon to begin with—are more than sufficient on a summer night. For the first course, there is, perhaps, cold, jellied soup or, on individual plates, an hors-d'œuvre of, first, a layer of chopped white cabbage, with pieces of tuna fish on it, and, last, a layer of chopped egg. With this, a sauce of thin mayonnaise into which are grated fresh horseradish, a little Worcestershire sauce, and chopped ripe olives may be passed separately. The next course might be small broilers, cooked with mushrooms and new onions in a casserole. Sliced boiled tongue may be prepared in the same way. These combinations should be served in French earthenware casseroles, which can be bought in New York City. For the vegetable, there may be stuffed or broiled tomatoes (unless the first course is tomato soup); new beets, diced and arranged in a ring of beet greens; asparagus cut in pieces about an inch long and served with butter sauce and a dash of lemon; or string-beans baked with cream and cheese. For dessert, there will be a deep-dish gooseberry pie; raspberry ice with fresh cherries, halved, around it; or individual strawberry shortcakes, which can also be made, later in the summer, with peaches.

A TRAY LUNCH

For the tired, hot, and bored who are detained in town, a luncheon can be served in the same "tray manner," and, unconsciously, the guests relax, while the fountain drips, and the awning waves in the ever-present breeze. Some luncheon suggestions with which to tempt these guests are, as a first course, a hot cabbage timbale surrounded by carrots cut in long, thin pieces and cooked in cream flavoured slightly with curry, arranged with alternating piles of pease or with cooked cucumber, diced, in drawn butter. Or, slices of sautéed eggplant, with a small pile of asparagus on top and Hollandaise sauce over it, may be served in individual glass baking dishes in place of the cabbage. Next is either a salad of lettuce and watercress, with chopped bacon and French dressing, or boiled ham, sliced thin, and shaped into the form of cornucopias filled with small pieces of raw tomato, mixed with well-seasoned heavy mayonnaise and served on shredded lettuce. The last course is halves of cantaloupes filled with cut-up pineapple, over which finely chopped mint is sprinkled, or another choice is fresh cherry tarts

In the same early period of inexperience, an afternoon housewarming was planned. Behind the boxwood trees on the terrace, there stood just a small table, unadorned, except for business-like bowls of ice, and tall and short flagons, as an ambrosial mixture was to be shaken up, when the guests would come. As the afternoon waned, they arrived en masse. The host was then seen to disappear for long stretches, returning at intervals with a strained expression and an obvious lack of attention to his fellow guests and the animated talk going on around him. For, in response to a hand (stretched from a window that opens onto the terrace) laden with ever-fresh supplies for his mixtures, he would vanish again and again, in nervous haste, to minister to the needs of new arrivals. And trials were not alone for the host—also the hostess must have her moments. Two crashes within an hour is indeed a strain on Perfect Poise! China comports of ancient lineage, holding various appetizers, were shattered on the terrace tiles! And what else could be expected with constantly moving forms in narrow spaces? Alas! We Americans are prone to a feverish form of entertainment.

A LESS HECTIC PARTY

So the following year, when the time drew near for another "party," a more gracious and less hectic plan was evolved. At one end of the terrace, two glass tables with metal frames, acquired at the Mayhew Shop in New York, were placed together and in the centre was a Lowestoft bowl; in it, a large piece of ice. This time, the ambrosia was mixed and ready in large bottles, to be poured over the ice when needed, and the glasses were filled by a guest, dressed as for a garden-party, making a picturesque and magnetic spot in which to foregather at one end. From the other end came strains of music, all this releasing the host, who, this time, mingled with his guests, as a courtier, out of the gallant past. On each side of the refreshing bowl were thin trays, round and oblong, in black and red. No broken heirlooms this time! On the trays, large gilt paper doilies were used, effective for out-of-doors. For appetizers, there were large potato chips spread with cream cheese, mixed with mayonnaise and chives. There was a mixture of liverwurst sausage, mashed with a fork, together with cream, butter, and chopped pickles, and this was spread on round crackers. There were small "wienies," cut in half, wrapped in bacon, held with a toothpick, and broiled. Butter crackers, buttered, sprinkled with Parmesan cheese and a dash of Worcestershire sauce, and heated in the oven, were another easy thing to serve, and very tiny fish-balls, also on toothpicks, were especially appreciated by the male sex. Glasses of iced tea were passed on the terrace, while, at one end of the living-room, hot tea was served from an old white-and-blue French china set, on an antique silver tray. In contrast to the informal setting without, the formality of the "antiques" within was appropriate. As the terrace (Continued on page 90)

. . Personal Talks with the World-Renowned Authority on Beauty . .

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TO-NIGHT IN NEW YORK

(Continued from page 33)

The modernistic lighting looks like platinum lipsticks stood on end; one sees the very best and the very worst of evening dresses, and the whole is like the movies' conception of a night-club. This impression is due mostly to the large and efflorescent show, which is *plus du théâtre que le théâtre*. Dozens and dozens of the most glorified American show-girls who ever dazzled eyes parade about or do astounding dances, while lean, haggard young men throw themselves about with incredible disregard for life and limb. This is entertainment at its New York best, and, it may be added with encouraging smiles, that there is no cover charge.

One emerges on streets that jangle with milk-carts, and, still restless, still stimulated by the tempo of New York, one taxis up to Harlem, to the Cotton Club, and climbs stairs that are nearly vertical to an African bedlam, insanely lighted by a revolving ball with a thousand facets. Weary Negroes, still preserving a superb hauteur, bring White Rock. One laughs for a bit at the extraordinary species of dancing exhibited by assorted couples on the floor, and then the show begins.

A dozen or two slender little girls, pale café au lait, beat the floor like a drum, their active feet in time to the vibrant Negro orchestra. A young man, almost too handsome, sings a song to a handsome coloured woman, in a faultless middle-Western accent. Another young man, with an extraordinary expression of gloom, makes frightful faces while he sings a typical Harlem "Red Hot Mamma" song. An enormous Negro haughtily plays a tiny piano.

At last, one starts for home, crammed with all New York has to offer to the bored and weary-in-spirit. Driving south, one wonders why there are not more modernistic night-clubs and recalls a rumour that Bel Geddes is designing one.

Or, instead of these sophisticated amusements, perhaps one has felt a desire for German *gemütlichkeit* and loud, fast waltz music. One has gone to Keller's on Eighty-Eighth Street. This place is genuine, with a clientele largely German. The orchestra, to suit all tastes, is partly in dinner-coats and partly in Tyrolian peasant dress. There are red table-cloths and violent Hungarian decorations. For some unexplored reason, a large Persian rug hangs behind the orchestra.

The atmosphere is bland and Teutonic. One grows expansive and genial, lifting a vast, substantial beer mug. There is a great deal to watch. All the German habitués can waltz, and waltz beautifully; one dauntless young man takes on every girl in his party in turn and whirls them around and around the room, until his brow glistens and his eye is dim with dizziness, but his air of ingenuous gaiety remains unimpaired.

Then begins some of the most diverting entertainment to be found in New York. Two sturdy peasants dance a species of Bavarian Black Bottom, in which a great deal of hearty face-slapping takes place. An expansive gentleman in a tail-coat sings melting classics sentimentally in the thoroughgoing German fashion.

And then the Schnitzelbank song is sung. In the history of the singing world, there have been many good songs, but surely none so funny as this. A large chart, with pictures, illustrates the song, and the benign Mr. Keller points to each picture in its turn with the air of a learned German professor. This song goes on nearly forever. It is all about the Schnitzelbank (which is only a carpenter's bench), Jacob Mayer (the ancestor of all the Rothschilds), a "*gude frau*," and many another object that even the pictures do not explain. It has a simple Teuton tune that is very catchy, and the whole place rocks to the Schnitzelbank song.

Another night, who knows, with a hot breeze and a good car and a restless foot, one may feel the urge to go out of town and find what the road has to offer.

Past Grant's Tomb, one stops at the Claremont for dinner. This place is so old that one can almost imagine Peter Stuyvesant and the Dutch patroons dining here. Its view is, perhaps, the most superb in the city. Through the black tulle of the night, one sees, like a crystal necklace, the new bridge over the Hudson, an amusement park on the Palisades like Maxfield Parrish's "City of Brass," and the bewildering modernistic pattern of the search-lights. Unfortunately, the fleet can not always be in, nor stalwart sailors engaged in amorous dalliance on Riverside Drive, but, as Ratty in "The Wind in the Willows" would say, "there's always something happening on the river," and one could watch its changing scenes for hours.

The food at the Claremont is excellent, and a quaint aura of the 'Nineties envelops the place. One takes a last look at a large sign advertising Jack Frost Sugar in luminous capitals and leaves.

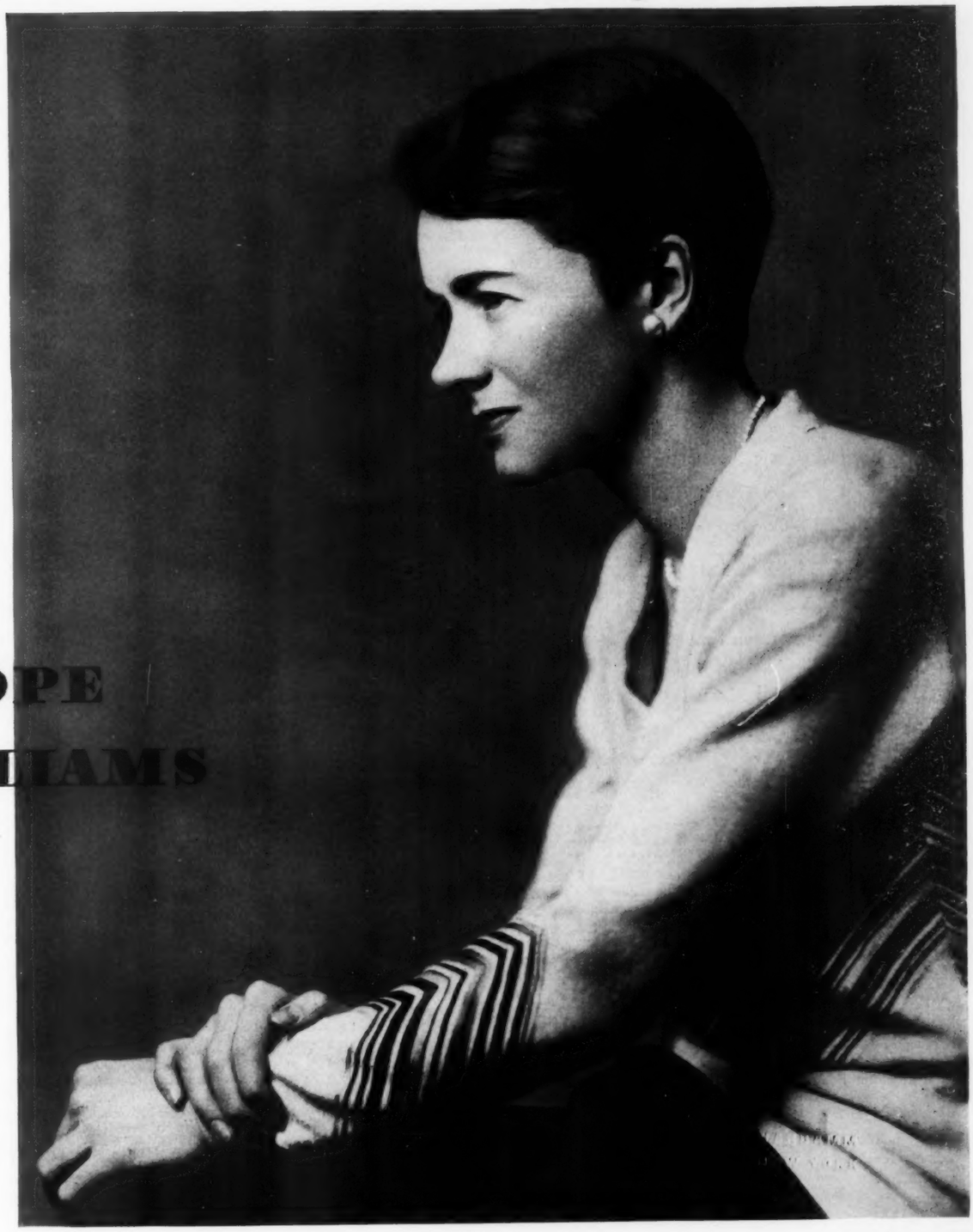
Where one goes next is a matter for throwing coins into the air. At Ben Riley's Arrowhead Inn, out on Riverdale Avenue—one may dance to a Meyer Davis orchestra, in, curiously, an Italian Renaissance setting, dine out on the terrace, and still be only a forty-minute run from New York. Long View Inn, outside of Yonkers, has a view from a high hill overlooking the Hudson. Joe Smallwood's, on the North Shore of Long Island, is extremely popular, and one is near the water.

As a last suggestion, one can only hint at Coney Island, on a summer night. Who could describe its glorious artificiality, its absurd silver-gilt beauty, its superb trumpery. High on a roller-coaster, low in the passages of a subterranean cavern, dancing on a glittering floor, strolling on a raucous boardwalk, one thrills to the ridiculous fascination of this funny, famous place.

So there it is—New York, seasoned to taste. Top-hats or black ties, blue suits, or the oldest tweed in the closet, —let them be gay. Where shall we go to-night?

"A new Land of Fashion is being opened up, and you are about to enter into a realm of Great Elegance, such as none of us has travelled in for a long time." Thus, the forecast article in the Autumn Forecast issue of Vogue starts out to pique our interest. And thus we caution the reader not to plan her autumn wardrobe until she has seen this number, for the Way of the Silhouette will be long. This issue of Vogue appears on the news-stands on the seventeenth of July

Arrived!



HOPE WILLIAMS

TWO seasons ago an actress new to Broadway made her début in a minor part in *Paris Bound*. An actress with individuality so striking, charm so insistent, as to win instant recognition . . .

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By the time another season came *Holiday* was ready, with a leading rôle created for Hope Williams. Through a long, successful run she played in this delightful comedy to audiences enchanted by her poise and freshness, her untrammeled originality.

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MADE AND PACKAGED IN FRANCE

PENTHOUSE PARTIES

(Continued from page 86)

awning dimmed the light in the room, a pair of lighted, branched silver candlesticks were placed on the tea-table and, in the centre, on a mirror, was a high glass and silver comport, which had stemless white peonies lining the edge, like the paper round an old-fashioned bouquet, and light blue larkspur rising stiffly from the centre. The table was covered with a cloth of silk damask in eggshell colour. On silver lustre dishes, with silver paper doilies under them, were the sandwiches, of two kinds only. Between round slices of white bread was a filling of cooked mushrooms and hard-boiled egg, minced and moistened with mayonnaise dressing, and between oblong slices of nut bread was a mixture of beaten cream and grated horseradish, sweetened a bit. On Waterford glass comports were cookies of different shapes, round gingerbread cakes, and apple-strudel in small rolls instead of squares. These were in place of cake, which is always sticky and, therefore, an unwelcome item at any summer tea-party.

Thus is pictured what can be done, not on the air, but in the air, and how the living scale can be tuned to a low or high tempo, as one wills, without complete dependence on a large crock of gold.

CROWNINSHIELD COLLECTION

(Continued from page 45)

His works of art now number one hundred and thirty canvases, a large group of bronzes by such men as Maillol, Degas, Fenosa, and others, a stimulating selection of African masks, statues, and fetishes, and a varied collection of French etchings, prints, and water-colours by such men as Matisse, Picasso, and Derain. His thirty Despiau bronzes and his twenty Segonzac paintings and water-colours are the largest groups of the works of these artists to be found in any American collection or perhaps in Europe. It may be inferred that, when he is stirred by some special quality in an artist's work, he is not merely content with two or three representative examples, but prefers to be surrounded and immersed in the quality that they express.

Despiau and Segonzac are the key-notes of the collection. At first thought, it might seem as if these artists appealed to very different emotions—that a taste that reacts to Segonzac's opulent, romantic interpretation of the modern point of view could not respond to the serene, unstylized Hellenism of a Despiau portrait or nude. But an analysis of the attributes of these two men finds a meeting-point that makes their inclusion in the same collection a logical and coherent expression of taste. In both of them, lyricism and romanticism are expressed in accomplished and humanly understandable terms. Neither artist needs explanation. Their qualities are self-evident. The Despiau portrait heads of women (while a majority of them are obviously convincing portraits of individuals) have, nevertheless, a universality of appeal, and an expression of the essential, eternal feminine quality that makes them transcend artistic schools or periods. Segonzac's sumptuous emotional landscapes and figure compositions also appeal to universal emotions. His rich impastos of pigment and the nervous, aspiring line of his water-colours and etchings are as personal and expert a display of technique as are Despiau's plastic simplifications.

As romanticism, expressed in cultivated, accomplished terms, is the common denominator of the collection (which means a distaste for heavy-handed realism and the aridity of too cerebral abstractions), it is not surprising to find that the collection further includes examples of Bonnard's tender, blooming canvases of the intimate aspects of every-day life; Marie Laurencin's sophisticated naïveté; Pascin's opalescent eroticism, Kisling's seductive portraits and figure studies; Braque's dignified abstractions; Raoul Dufy's chic gaiety, the exotic vitality of African negro sculpture, Modigliani's poignant stylizations, Gromaire's distinguished use of the water-colour medium, and Frans Masereel's experiments in romanticized modernism. A fine collection of Segonzac's etchings, Matisse's lithographs, and of books illustrated by Pascin, Bonnard, Picasso, and Masereel are other evidences of the collector's enthusiasm.

An important point about his collection, and one which is an object-lesson to potential collectors, is the fact that the paintings and sculptures included in it were purchased before their present vogue brought about such very considerable advances in their prices.

To have started a collection at the very moment when collecting was ceasing to be the special province of the millionaire and commencing to be an expression of sophisticated modernity in men of more limited means is another evidence of Mr. Crowninshield's intuitiveness. He has proved that it is still possible for an art lover of comparatively moderate means (if he has an "eye" and a genuine emotional reaction to aesthetic quality) to buy the museum pieces of to-morrow, just as it was when the more sensitive collectors of the 'Nineties bought their Manets, Renoirs and Cézannes for a song. Such amateurs can still form a collection at a comparatively small initial expenditure. A collection of this sort will not only be a source of deep aesthetic pleasure to the owner, but, quite frequently, a more trustworthy financial venture than one's usual investments in Wall Street.

Mr. Crowninshield's paintings and bronzes are shown in an apartment overlooking the East River. The rooms have that curious quality of vitality which works of art invariably produce if they have been chosen because of a genuine emotional response to their quality. As the combined wall space of the rooms is quite inadequate to show all of the pictures, we see them, and the sculptures and water-colours as well, stacked in corners, corridors, storerooms, behind sofas, and even on chairs.

It may seem strange that the collection as a whole does not give the impression of extreme modernity when one considers the contemporaneity of the masters represented in it. This should make out a good case for modern French art with the recalcitrant few who still persist in their belief that all such art is only a neurotic form of perversion or charlatanism.

The harmonious effect of the collection is due as much to the uniformity of taste displayed in it as to the quality of its individual pieces.

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Some of them have implied that we ought to feel flattered at the compliment to Vogue's originality and distinctiveness. We do not. Vogue's reputation as an originator of ideas is too well established to need the left-handed praise of imitation. The compliment is one we can spare.

Unfortunately, we cannot be everywhere at once. Therefore we are asking our readers to help us detect these flagrant violations of a fundamental and well-understood law. If you observe any Vogue cover design, illustration, decoration, or other material reproduced in any magazine, newspaper, catalogue or other publications, will you help us to maintain the standards of American business honesty by reporting the infringement to us, mentioning the publication, the issue, and the page, and if possible inclosing a clipping of the suspected material?

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If we have made for you a magazine whose originality you appreciate—if we have been of practical service to you in any way—if you are interested in encouraging business integrity—may we ask your co-operation?

CONDÉ NAST, PUBLISHER

LIVING ON TOP OF THE WORLD

(Continued from page 59)

the dirt that is the one great drawback of all penthouse living, artificially lighted from above at night to give it eerie beauty. Here, too, is the chance for a circular entrance-hall with an entire ceiling of glass. Think of having a moving procession of clouds and stars, instead of a static arrangement that closes down above like the lid of a box!

PENTHOUSE ROOMS

Two-storey rooms are possible in any duplex, but they seem especially to belong to the top of the world. I saw one in Sweden that was new and exciting—a circular library, walled all the way round with books. No vertical lines broke the flow of the shelves, because the supports were slender brass affairs that didn't show. This is an ideal room for skylighting—and don't forget that here, as everywhere else in a penthouse, you may have a fireplace. Fireplaces on the floors below are difficult to achieve; often they aren't allowed at all. But penthouse chimneys are so short that even the bath dressing-rooms may have their own wood-fires.

Another feature that surely must be included in the up-to-date penthouse is the room for games and exercises. This, too, may be glass-roofed, at least in part. An inside awning shuts off the sun on warm days; when wanted, it shines down on the polished linoleum floor where shuffleboard, deck tennis and other games are to be played. There is a bar in one corner. One whole wall is of mirror, and, in front of it, washed by the sun and its reflection, the padded silk exercise quilts are thrown down.

Even more interesting, because more unusual, is the tiny room that may be added on the very tiptop roof. An outside stairway leads up to it or an iron spiral, and no bridge on an Atlantic liner is more sacred. A little stateroom, perhaps no more than seven feet by twelve—a bunk—a writing-desk—this, truly, is the "Room of One's Own" that Virginia Woolf prescribes—a room for the hobby that is shared with no one else. At Saint Cloud, Sue et Mare have made such a cell for a modern hermit who craves a desert escape, but that room with its pleasant, intimate view across Paris couldn't be half as withdrawn from the world as one that lives its life between heaven and earth on top of a New York monolith. Such a place should have no telephone extension, but there might be a run for the dog outside.

TERRACES IN THE AIR

In planning what to do with the terraces, so few people seem to consider that the material of the house walls is of the utmost importance. With red brick as a background, you can make a charming Georgian garden—a brick or flag terrace, box borders, a lead fountain, a green-and-white awning, and stick willow furniture. If you happen to like the Directoire sort of thing, you could do it more successfully if you had walls of smooth white stucco. Part of the terrace could be floored with yellow gravel, and iron furniture could be used. Iron urns on pedestals—perhaps even a bust—a dark green or dark blue awning lined with white—how well these would look against stucco and how sad against red brick! Stucco, too, is the ideal background for decoration in the modern manner, so suitable to a site that couldn't have existed in any century but our own.

At the other side of the terrace from the house wall stands the coping, and here is where some disastrous mistakes are made. The law prescribes the height of this safety device, but it doesn't specify that it shall be solid, so as to rule out the very view for which its owner climbed so high. If taken in time, the coping may express itself in terms of iron railing or stone balustrade that stripes the view but doesn't obliterate it or, what is just as important, cut off the breeze. On top of this coping, the architect of the building often plans to put ornaments of some sort, under the impression that they make a pleasant finish when looked at from the street. Considered from the penthouse owner's garden, however, they become mere oversize enormities that dwarf everything around them. Such ideas should be firmly nipped before they flower; if the builder has already bought urns ten feet high, he isn't likely to send them to a charity rummage sale.

Penthouse awnings, it seems to me, are much better when kept simple in line. Orange, lined with white, is gay outside and cool underneath. Red and yellow stripes suit a more or less informal arrangement. Sky-blue bound in purple is a bit impractical, but quite lovely and very feminine. Windbreaks of woven wood fencing are pleasant and add to the garden effect.

THE GARDEN ON HIGH

When it comes to the actual planting, such a delightful part of any penthouse adventure, many people seem to believe that because a shrub grows to a considerable height, its roots must go deep in proportion, but this is not always the case. Rhododendrons, forsythia, and privet need no more than twelve inches depth of soil—a forest of growth from a saucerful of earth. Boxwood, too, is an excellent evergreen shrub for somewhat formal effects, and good results are possible with dwarf Japanese yew. Needless to say, the earth for all of these must be well fertilized and changed every year or two, but the results justify the time. Wistaria is an excellent vine for covering walls that need softening, and it takes to its aerial surroundings as though its ancestors had all been steeplejacks. It needs a stout trellis upon which to climb, for it can not cling to a flat surface as ivy does. Well cared for, and with rather more soil than the shrubs demand, even a small vine will grow amazingly, blossoming the second season after planting and increasing in stature and beauty for an indefinite number of years. Should a climber be sought to mantle a brick or stucco surface where there is no trellis, one could search far and find no equal of the Boston ivy, a generous green drapery that will soon cover every available inch of surface.

But, of course, the bulk of the garden must be made up of smaller plants that the florist places and changes with the season. Be sure, by the way, that there are plenty of outlets for watering, and don't forget that you may have a real live fountain if you want it or the music of water that drips slowly from one shallow basin to the next. A small greenhouse where flowers may be grown indoors all winter is something to be considered, too—and think of the joy of supplementing the table decorations that are bought with those you can pick yourself!

Perhaps, the last touch of luxury is the possession of a private elevator. One of the regular bank will not be set aside for you, no matter how important your penthouse development may be, but, here again, those who buy "in the steel" may sometimes have arrangements made for them. Such a front door, topped by a sky-climbing, rapid-transit hallway, is something that surely anticipates an age beyond our own, and how about our own airplane landing?

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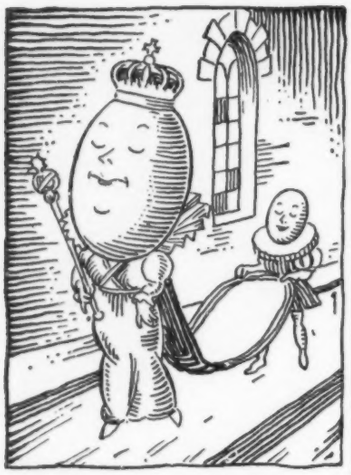
Seventeen



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GOLF AND TENNIS CLOTHES

(Continued from page 54)

any kind, outside of a narrow band, will do. One may wear a small cloche, with a fairly straight brim or a beret, providing it does not depart too far from the authentic Basque shape. Shoes must be sturdy and comfortable, and any attempt to minimize their size or give them a novel touch is a waste of effort, for the real golfer is known by the comfortable, sturdy shoes she wears.

Soft woollens are strongly entrenched in the golfer's tradition, but, when it comes to playing in the summer heat, she chooses the simplest and most tailored dress available—of shantung, tussur, or toile de soie. A loose, warm coat, built on simple sports lines, for the motor trip home, is an indispensable part of her golf *tenue.*

With the exigencies of the sport and the unwritten rules of the game, the tennis dress has little latitude for change. It must be washable and white, it must be classically simple, and it must allow perfect freedom for play. Yet, there is a noticeable difference between the tennis dresses of last year and of this, and there are, apparently, unlimited possibilities of developing individual characteristics in a plain white sleeveless tennis dress that reaches, invariably, just below the knee.

By slightly shaping the dress at the waist-line, raising the belt, and giving the skirt a free start from the top of the hip-bone, couturiers have invested the tennis dress with the outstanding features of this year's mode and have distinguished one dress from another by the clever use of incrustations, of opposition of weave—where weave is perceptible—, by variations in the cut of the neck-line, and by their own ways of introducing skirt width. They have had an excellent range of white wash fabrics: toiles de soie, linens, piqués, crêpes de Chine, shantungs, and tussurs.

The majority of tennis players find a hat a nuisance and consider the coloured crêpe de Chine handkerchiefs the best means of keeping their hair in place, binding them firmly around the head. There have been various attempts to play in the canvas espadrilles, but it is generally agreed that light-weight, rubber-soled shoes, firmly laced over the instep, cause less wear and tear on the feet. Traditionally speaking, white stockings, of silk-and-wool or lisle, are the only correct thing; and a loose light-weight woollen coat, preferably in white, or a vivid sweater or jacket, are smart and comfortable to slip into after the game.

BEACH FASHIONS FROM PARIS

(Continued from page 35)

lighter, striped, polka-dotted, or in the same colour. Incidentally, this year, trunks are not so wide and full as in past seasons.

In choosing your colours, remember to take into consideration your sun-tanned skin. Black-and-white, navy-and-white, or white tops with blue or Irish green trunks are unfailingly smart. Sky-blue—beware that it is not turquoise—is excellent if you are young and slim and brown. Garnet-red looks well, but fireman's red is too scorching. Try, also, to avoid the temptations of lavenders, purples, pinks, yellows, or boudoir colours. The low-cut sun-back has not lost any of its popularity, square décolletages are effective, and, occasionally, a backless suit that holds by a strap around the neck is seen on a sun enthusiast. The smartest suit of the season, however, is the hand-knitted sweater-like suit, shown on page 38. Gloriously soft and thick, it is in green with navy-blue bands at the neck-line and waist.

When you lie long lazy hours on the beach or put out to sea under spreading sails, a hardy cotton or linen fabric seems the smartest. Piqué, crash, or the sail-cloth that Brittany fishermen use for their clothes takes first place for pyjamas or overalls—outclassing even tussur and shantung. The dressy type of silk pyjama looks a little theatrical. Shorts with cotton shirts are shown both by Patou and Yrande, who carefully follow the fashions set by the international set at Venice. Bathing-capes and bathrobes are usually of towelling—and often cut in a great square.

Striped awning-like materials are smart for accessories, for bags, parasols, and even for beach coats. Bags are quite large, this year, so that one may carry a suit, purse, cigarettes, and a book. Wide, floppy hats of linen, with sectional crowns and stitched brims are newer than straw and a little more practical, as they are very flexible. Rubber accessories, such as diving caps, belts, and bathing-shoes are best in white. White espadrilles, white canvas shoes, white knitted cotton belts, white cotton parasols, and white or navy-blue berets are other good accessories. Rubberized fabrics are used only for the bag to carry a wet bathing-suit, never for capes, wraps, or rugs. The latter and the beach cushions are of denim, sail-cloth, awning cloth, or éponge, usually in a neutral tone to harmonize with many different suits and pyjamas.

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A NEW way of removing arm and leg hair has been found that not only removes every vestige of hair instantly, but banishes the stimulated hair growth thousands of women are charging to less modern ways. A way that not only removes hair but does not foster its reappearance.

It is changing previous conceptions of cosmeticians about hair removing. Women are flocking to its use. The discovery of R. C. Lawry, noted beauty scientist, it is different from any other hair remover known.

WHAT IT IS

It is a fine toilet creme, resembling a superior beauty clay in texture. You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone; so completely that even by running your hand across the skin not the slightest trace of stubble can be felt. *And—the reappearance of that hair is delayed surprisingly.*

When re-growth finally does come, it is utterly unlike the re-growth following old ways. You can feel the difference.

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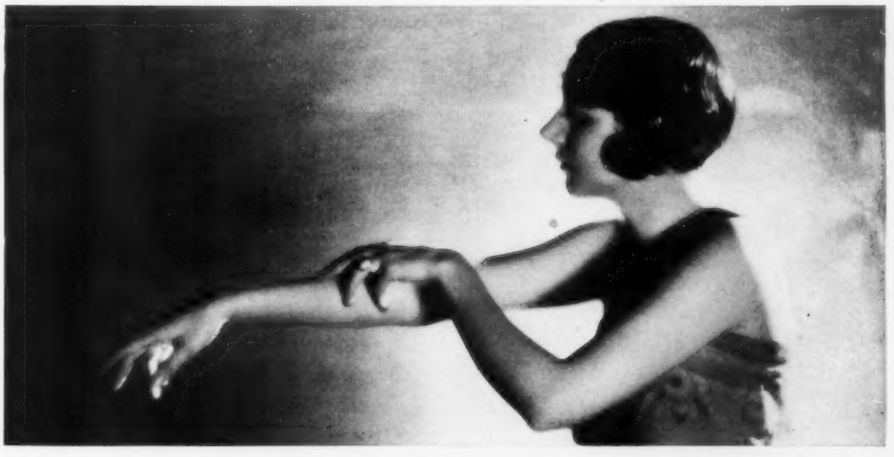
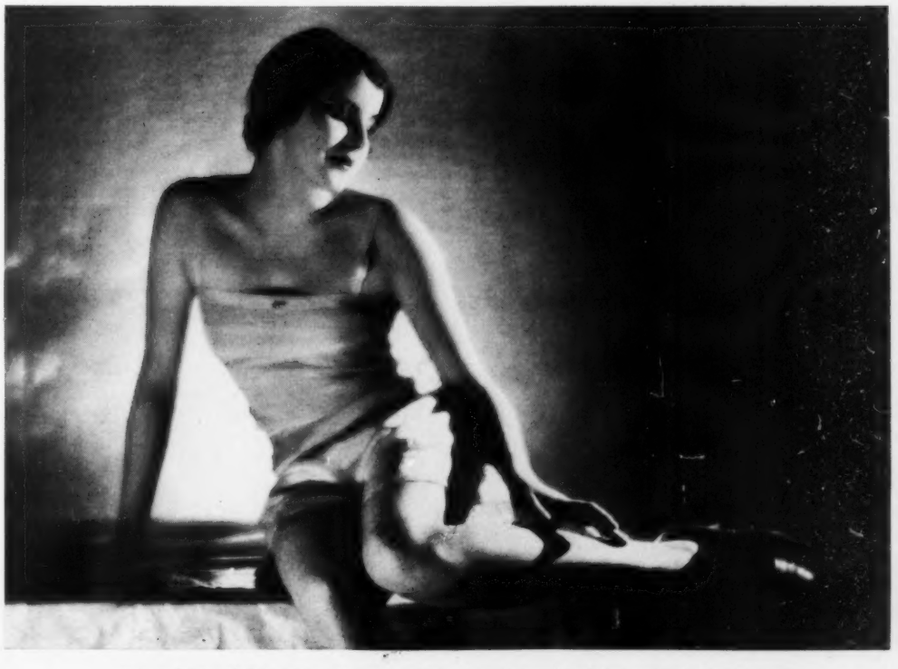
It is on sale at practically all drug and department stores and in beauty parlors. In both $1 and 60c sizes. The $1 size contains 3 times the quantity of the 60c size.

Neet
Cream Hair Remover



By a total lack of stubble you can feel the difference between this and old ways



Not only is slightest fear of coarsened re-growth banished but actual reappearance of hair is slowed amazingly

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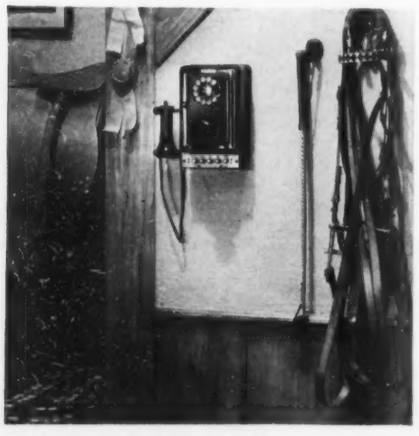

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